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PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXII. NEW YORK, FEBRUARY 23, 1898. No. 8.

"In Philadelphia"

BOOKS OPEN TO ALL.

There are over 1,300,000 people who make the city their permanent home.

There's one newspaper published there, too, for which a majority of the citizens have a marked preference, and it's

THE PHILADELPHIA RECORD

The issue of February 1, 1898, which circulated among them to the extent of

177,039 Copies

was not an exceptional edition—it was but response to a demand of the Quaker City for healthy and legitimate news.

Advertisers who note returns carefully are our constant patrons.

Average Circulation for January, 1898:

Daily Edition,. . 176,195

Sunday Edition, 137,110

THE RECORD PUBLISHING COMPANY, PHILADELPHIA.



Russia's Standing Army of 5,118,497 Men

OUTNUMBERED BY

Comfort's Six Million Readers.

WINTER IS THE SEASON TO INTEREST THE BUYING CLASS, FOR IN WINTER THEY READ MORE THAN DURING ANY OTHER SEASON. TRY COMFORT AND SEE.

Statisticians estimate nearly six persons to a home in census taking. COMFORT goes into over one million two hundred and fifty thousand (1,250,000) homes.

The number of COMFORT'S subscribers is greater than the combined armies of England and Japan, which is only 858,629 men.

EVERY responsible general advertising agent represents Comfort.

W. H. GANNETT, Publisher, Augusta, Me.

Boston Office: John Hancock Building. **New York Office:** Tribune Building. **Chicago Office:** Marquette Building.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. XXII. NEW YORK, FEBRUARY 23, 1898. No. 8.

ADVERTISING A RAILROAD.

By Chas. Seth Brown.

The advertising management of the Lake Shore & Michigan Southern Railway is in charge of Mr. E. J. McMahon. Upon the fourth floor of the company's general office building at Cleveland, Ohio, Mr. McMahon's department is comfortably situated.

PRINTERS' INK representative found this gentleman surrounded with the usual equipment of the successful advertising manager. While the advertising of a railroad is a particular and truly special work, Mr. McMahon has well-defined convictions regarding all branches of publicity. He is interested in everything that tends to the betterment of the business, and expressed himself as bitterly opposed to the fake element in advertising, both in mediums and methods. He is a thorough student, and his nine years' connection with the advertising department of the "Lake Shore" has given him the experience necessary to manage the publicity side of one of the best railway systems in the world.

The "Lake Shore" Christmas page in the magazines was under consideration when PRINTERS' INK man asked:

"Will you give PRINTERS' INK some information about the advertising efforts of your company?"

"Certainly."

"What mediums do you use?"

"In the fisrt place we make use quite largely of our local newspapers or those along the line of the road. In many instances, perhaps, the use of what we term local newspapers is of no special advantage to us, but it is generally considered by railroad people that the use of the local press is a necessity. We also make use of the leading magazines. In addition to these we put out quite a number of publications of our own, such as summer-resort books and folders, booklets and leaflets relating to our high-class trains and those descriptive of the line, its cities and interesting points; also booklets relating to particularly large national gatherings, such as G. A. R., Y. P. S. C. E., N. E. A., etc. Then there are the time tables, of which, because of our large patronage, we are obliged to issue large quantities. Our book form time table we endeavor to make attractive, and to incorporate in it fresh reading matter which will interest the passenger en route, and also cause a desire on the part of the prospective traveler to go our way."

"In the matter of railroad competition, what are the points of excellence you emphasize in the advertising?"

"It is our aim to educate people to the fact that we have the best line of railway between the eastern and western country, which fact a trip over our line will fully substantiate. With that in view we try to impress on the minds of intending travelers these points: That this is the only double track line between the East and West, meaning at once greater safety, faster trains and prompt service; that being a line practically free from curves and grades, and with a roadbed famous for its smoothness and excellence, they secure in consequence the most comfortable route; that without question it presents the finest train service both in time and equipment between those great commercial centers — Chicago and Cleveland, Buffalo, New York and Boston. As a strong self-evident argument of the punctuality of the service, the further fact is presented of its operation of the government's great fast mail trains, being the greatest through mail route in the world, to symbolize which the government mail pouch was selected, a number of years ago, as this road's trade-mark."

"Do you know what results follow your advertising?"

"I can only say that this company is fully satisfied that the general results of its advertising have been beneficial. It is almost impossible for rail-

roads to trace direct results from any particular publication. We key our advertising more or less through requests for various publications we issue, and while we can not say we secure a passenger of everybody who asks for one of those publications, we feel that the advertisement has been of benefit in keeping the road's name before the public. We believe that the favorable impression upon the mind of the reader will lead him to select the 'Lake Shore' as his route when he has occasion to travel."

"I notice that you illustrate ads, and use very little reading matter. Why do you do this?"

"It has been said that railroads are the poorest advertised line of business in the country. After studying for some years a great many of the advertisements put out by the roads, I must say that I could not present much of an argument to the contrary. The commonest fault with railroad advertising is the crowding of space and a seeming disregard for what is said. The duties which railroad advertising men, in the majority of cases, are expected to perform, largely account for this; they have not time to study the great question of publicity. It is my aim to avoid the old stereotyped way of advertising railroads. My reason for using illustrations is to make the advertisement more attractive. I believe a little reading matter will emphasize the one or two particular points to be brought out and impress them more strongly on the mind. I find that there are so many good points to present in connection with advertising the 'Lake Shore' that it is impossible to successfully present them except by taking up one or two at a time in different advertisements. Another reason is that this admits of changes, freshness in advertising being considered by me as essential to better results. We generally illustrate our advertisements to an extent sufficient at least to make them a little more attractive than a plain type advertisement, sometimes using a small specially prepared illustration in connection with our trademark."

"About what space do you use in the magazines?"

"Usually half pages."

"Outside of the magazines do you use any other general publications?"

"Yes, we take on some of the leading religious and non-sectarian papers, also some of the leading educational publications."

"Do you use trade publications?"

"Our use of what we call class and trade publications is very limited. In fact, if we take on half a dozen in the course of the year we consider that we have passed the limit. This advertising is in the shape of reading notices, not display. Taken as a whole, trade mediums are not considered by us as of any special benefit."

"Do you place your advertising direct, or through agents?"

"We usually place our advertising direct; there have been some few occasions where we have done a little business with the agents, but it has always been very limited."

"What is your annual advertising appropriation?"

"This company does not make any stated appropriation for its advertising. Some years it runs larger than others. This is due to the advertising we are obliged to do to secure certain lines of business of which we may have had no previous knowledge."

"How do you follow up requests from inquirers?"

"We send booklets, pamphlets and time tables. No small amount of our work is done in connection with the preparation of our regular and special pamphlets."

The scribe was shown four late publications of this class, all excellent examples of the printer's art, carefully compiled, printed on heavy enameled paper and profusely illustrated with half-tone engravings. "Justifying Its Excellence," "Two Privileges of Summer Travel," "Lake Chautauqua," and a 32-page pamphlet published in August, 1897, as a G. A. R. Encampment souvenir. They are "Lake Shore" announcements — advertisements—but nice enough to command position upon the "center table."

"We follow inquiries for special information by letter, notifying our traveling agents to look up parties in their territory and still further interest them.

"The Christmas page in the magazines may be said to be a feature of the 'Lake Shore' advertising. We are well pleased with this class of advertising. They are prepared with great care, and have been very favorably received.

"A railroad of the magnitude and character of the 'Lake Shore' gets the benefit of publicity of the highest

order in the shape of free newspaper advertising. The Exposition Flyer, run between New York City and Chicago in twenty hours, during the Columbian Exposition, gave our road a great amount of free advertising. When this train was announced one of America's leading daily papers editorially declared that it was not only unsafe but an impossibility to run a train regularly at this rate of speed, especially during the time of heavy travel. From May 1, 1893, to Nov. 19 of the same year, this train made its run not only with the greatest regularity but without an accident. It was an unprecedented event, and we secured a vast amount of advertising that was practically beyond price, the best that can be obtained, namely, free newspaper advertising.

"Mr. McClure told me personally that he considered the event of sufficient importance, as showing the development and possibilities of modern railroading, to warrant an article in his magazine, and with that idea in view he procured the services of Cy Warman as special correspondent for the occasion, securing for him the privilege to ride on the engine through from New York to Chicago. As a result *McClure's Magazine* of January, 1894, contained a very fine article entitled, 'A Thousand Mile Ride on the Engine of the Swiftest Train in World,' of twenty-one pages, by Mr. Warman, with specially prepared illustrations.

"Probably one of the most effective advertisements enjoyed by this road was in connection with the world's fastest long distance record, run over our road Oct. 24, 1895, the speed being 510 miles in 470 minutes. The daily papers in New York devoted from one-half to two columns to the matter, and every leading paper throughout the country gave a lengthy description of the event. The Chicago *Tribune*, of Oct. 26, 1895, devoted twelve columns in describing and illustrating this run, and *McClure's Magazine*, in its progressive way, contained a nine or ten-page illustrated article.

"Our 'Lake Shore Limited,' between New York and Chicago, has furnished us a great amount of free advertising. There are four trains in this service, with one in reserve, each consisting of seven cars, and each representing an investment, exclusive of the engine, of one quarter of a million of dollars. They are the five finest trains in the world, and our newspaper friends say the same thing, and about one hundred of the leading papers throughout the country, in addition to a large number of others, have given detailed and most flattering descriptions of them."

MR. EIKER.

HE MAY NOT HAVE BEEN FULL, BUT THEY BAILED HIM OUT.

From the N. Y. Herald of Feb. 15th.

Thaddeus E. B. Eiker, an advertising agent, thirty-nine years old, living in Hackensack, N. J., was locked up in the Oak street police station last night as a result of a row in one of the offices of the American Tract Society's buildings, at Nassau and Spruce street.

Others who figured in the melee as witnesses or complainants were Ernest C. Frederick, advertising agent, of Hackensack; Frank J. Duffy, of No. 460 West 151st street; William E. Skinner, advertising manager of the Sawyer Publishing Company, which has its office in the building; Mrs. Marks, of the company; Viola Rae, a handsome young woman who works in the building, and gave it as her address; John S. Gray, of No. 922 Madison street, Brooklyn, and John H. Plumber, advertising agent, in business at No. 22 North William street.

According to the testimony of attaches of the building, Eiker, Frederick and Duffy called there soon after eight o'clock, when Eiker sent Duffy up to Skinner's office, on the twentieth floor, to ask Skinner to come down, as he wanted to see him. Duffy returned and reported that Skinner said he didn't want to see Eiker. Then the three visitors entered the car and went up. In the room were Mr. Skinner, Miss Rae, Mrs. Marks, Gray and Plumber.

One of the tenants on the same floor, who was working late, heard a man say, "I'll fix you now!" Then he heard a resounding slap, a woman's scream, and then a row was on that ended, according to report, in Eiker's emerging from the office suddenly, closely followed by his friends. They did not wait for the elevator, but started down stairs on a run. Skinner and his party waited for the car, but kept up a constant yelling of "Police! Stop them!" while it was coming up and while it was taking them down.

The first party reached the ground floor first, but as they started for the sidewalk the janitor, whose name is Casey, stopped them and called in Policeman Crane, who led all hands to the police station. There the story told by Skinner was that Eiker had assaulted him in his own office and cut his lip. Miss Rae, Mrs. Marks, Gray and Plumber all said that Eiker had struck them. He was locked up and the others were let go. Henry J. Botthoff, a publisher, of No. 24 Spruce street, who employs Eiker, went to the Oak street station later and bailed him out.

THE TEST OF AN AD.

Advertisements are intended to sell something. If they do this they fulfil their mission and are good ads in spite of any contrary opinions. And the more goods an ad sells the better it is. Success silences criticism. An ad that does not sell goods has failed of its purpose, no matter how pretty or clever it may be.

ADS to sell skates should cut some ice with readers.

BUSINESSES INADEQUATELY ADVERTISED.

VII.—UMBRELLAS.

Among articles for the consumer which seem inadequately advertised, are umbrellas. It does not seem to me that the large department stores even give them the space which they deserve. And most assuredly the smaller stores do not. As for the haberdashers, in most cases you would not become aware that they carry them in stock. I know of but one man in the whole city of New York who advertises umbrellas to any degree, and the mere mention of the fact will make the name of Le Bihan recur to the minds of the readers of PRINTERS' INK. Outside of Le Bihan there are none to speak of. Nor is New York singular in this regard. There seems to be the same neglect of a golden opportunity throughout most of the large communities of the country, and no less so throughout the towns and villages. I do not think of another article which compares with umbrellas in importance which seems to be so thoroughly and universally overlooked. And this seems rather singular when one considers with what persistency and care the advertiser occupies the field nowadays.

THERE ARE

Dry Weather Umbrellas

TOO DAINTY FOR USE.

But if you want a GOOD, USEFUL

Wet Weather Protector,

You can find NOTHING BETTER than our

GLORIA $2 UMBRELLA

28-inch, ribbed stick. And

They Look Well, Too.

Straight, Goods & Co.,
2109 Chestnut St., Cleveburg.

The rain has no terror for you if you carry one of our

GLORIOUS GLORIA PROTECTORS.

A 28-inch, ribbed, straight stick UMBRELLA, for.. **$2.00**

Stronger than Silk, Serviceable and Neat.

We Carry a Full Line, from which the Most Fastidious Can be Suited.

Straight, Goods & Co.,
2109 Chestnut St., Cleveburg.

In advertising umbrellas there is an opportunity for exercising one quality which appeals with unusual force to the live and wide-awake advertiser of to-day. That is the quality of timeliness. The umbrella seller can strike the iron while it is hot—at least in all places where they publish a daily newspaper. The weather forecasts tell the kind of weather we may anticipate for twenty-four hours and even more ahead, with a fair degree of accuracy. And copy does not need to be handed in so early that it would preclude the advertiser from just striking the reader at a time when a storm would be raging. In the afternoon papers it would be even less difficult to arrive at such a result.

THE WEATHER BUREAU SAYS

This Storm Will Last Another Day.

COME IN OUT OF THE WET.

When you unroll one of our Gloria

28-in. RIB UMBRELLAS, $2

You Will Feel Secure.

BEST FOR THE PRICE IN TOWN.

WE CARRY A FULL LINE.

Straight, Goods & Co.,
2109 Chestnut St., Cleveburg.

The three examples of umbrella advertisements accompanying this article show the merest possibilities in this line. I believe that besides being timely, which of course they can not always be, they should be terse, and above all good-natured. They should not be flippant, or pert, or supercilious.

J. W. SCHWARTZ.

A VALUABLE AID.

"Ready-Made Advertisements," a department of PRINTERS' INK, edited by Wolstan Dixey, will be found a valuable aid to advertisers who occasionally run out of ideas, or sometimes lack the time to prepare an original advertisement.—*Sacramento (Cal.) Bee.*

"The key to the wealth of the great State of Iowa."—Printers' Ink, Nov. 10, 1897.

How the Des Moines Daily News Got Its Large Rural Clientele.

The circulation of the DES MOINES DAILY NEWS is now over 20,000, exceeding one in three of the 60,000 population of Des Moines. This is extra-normal, as one in five is properly regarded as a successful solution of the circulation problem in any city.

The NEWS got this extraordinary circulation by giving the best newspaper—brightest, cleanest, most readable—for the least money.

It took a dead field and by infusion of American energy and enterprise made it alive.

When the NEWS in 1895 set its stakes for 10,000 circulation, there was a laugh in the staid old newspaper circles of Iowa. "No Iowa daily will ever have 10,000 circulation," was boldly declared. But to-day it is 20,000, and the sleepless NEWS is working for 30,000 in 1898.

How does it do it?

Well, take two examples:

1. Last month the Iowa Legislature met in Des Moines. There are 150 members. Two of them called at the NEWS office and subscribed for the paper for the session. The NEWS circulation department went to work and got 128 more, 130 all told, out of 150, all paid, no deadheads.

2. The government established Morning Sun, Iowa, as an experimental post-office for free rural mail delivery. The NEWS jumped into the field, got a lot of subscribers, found that the farmers liked a daily newspaper, and offered a series of prizes for the best systems of *voluntary mutual* free daily mail delivery, after the style of the farmers' delivery at Bonaparte, Iowa.

RESULT: Numerous organizations of farmers to get a daily mail delivery; utilization of creamery routes for the purpose; and hundreds of subscriptions for THE DES MOINES DAILY NEWS.

EXAMPLE: The little town of Norwalk, Warren County, Iowa, with fewer than forty houses, takes **76** copies of THE DAILY NEWS every evening, all paid.

If you have a live business, advertise it to live people in a live newspaper. The NEWS is a paper of that kind.

THE NEWS,

DES MOINES, IOWA.

LYDIA E. PINKHAM.



Office of
HARLAN PAGE HUBBARD,
Designer of Artistic and Effective Advertising.
Workshops, 38 Times Building, 41 Park Row.
NEW YORK, Feb. 9, 1898.

Editor of PRINTERS' INK:

At your request I send you herewith the original photograph from which I secured the last and best picture of Mrs. Lydia E. Pinkham at the time when I was advertising the "noted but untitled woman." Several engravings were made from different photographs, but none were so good and so true to life as this one. Her mild, Quaker face shows her disposition, while her large ears, prominent nose and square, firm mouth give the characteristics of a well-balanced woman. The using of a picture in an advertisement in those days was a novelty, and commanded attention. George C. Goodwin said it doubled the value of the trade-mark at once. Dr. Benson, of Baltimore, and Douglas, the shoe man, followed a year or so after. Yours truly,

H. P. HUBBARD.

The New York Times

"All the News That's Fit to Print."

The circulation of the New York Times is now greater than it has been at any other time in many years. There are thousands of the best homes in this section in which no other morning newspaper is received.

The effort of the present management of the Times is to offer a newspaper to New York citizens that they can welcome in their homes; a newspaper that is progressive and entertaining, with all the news; a paper for men and women of culture and refinement. The success that has attended this effort shows that the Times has not misjudged the newspaper want of the better class of New York citizens.

The New York Times

"All the News That's Fit to Print."

AN INDORSEMENT FOR THE DIRECTORY METHODS.

Mr. Addison Archer, the interviewer, claims to be "notoriously careless about financial matters," and the accuracy of his claim has never been disputed. As an interviewer Mr. Addison Archer is a great success, and PRINTERS' INK has rarely, if ever, had the substantial accuracy of one of Mr. Archer's interviews brought in question. His ability to catch and express the real views of the subject of his interview with accuracy is as marked as his capacity for sizing up his own (probably) most conspicuous shortcomings. Mr. Archer is a brilliant man and what he writes is always readable.

In an interview with Mr. Mathews of the Rochester *Democrat and Chronicle*, he spoke of the American Newspaper Directory, and my interview of two years ago with Col. Singerly of Philadelphia *Record*, in which Col. Singerly and Mr. Rowell reached for the first time an understanding of their mutual interests in the Directory matter, came up for discussion.

I have just been reading once more your interview with Col. Singerly on the Directory question," said Mr. Mathews. "That interview served to bring clearly to the attention of the publishers of this country the modus operandi with Mr. Rowell in compiling the Directory. A great many of us publishers had previously thought that we had a grievance with Mr. Rowell, because, though we had furnished him with a detailed sworn statement, he had not credited us in the American Newspaper Directory the rating we were entitled to. In the case of the *Democrat and Chronicle* we discovered that the error was on our part. We had furnished Mr. Rowell for a number of years with a detailed statement of the exact number of copies the *Democrat and Chronicle* printed each day, and the statement was sworn to. But we sent in this report to Mr. Rowell in printed form, the signature being printed also. The only defect was the signature should have been autographic. When we sent in our report drawn in the same way, but with signature written in ink by myself, Mr. Rowell immediately accredited us in the American Newspaper Directory the rating we were entitled to."

"When this matter came up in a meeting of the American Newspaper Publishers' Association, I said that I believed we had been doing Mr. Rowell an injustice through a misunderstanding of his methods."

"Did the other publishers agree with you?"

"As you know the executive sessions of the American Newspaper Publishers' Association are behind closed doors, I am not at liberty to give you a report on their proceedings. But personally I will say that I believe that the interview with Col. Singerly served to convince other publishers than myself that the methods pursued by the publishers of the American Newspaper Directory were intended to be absolutely fair to every publisher of a daily newspaper who would furnish the requisite information in proper form. I had felt before that possibly Mr. Rowell was influenced by the advertising inserted by newspapers in the columns of his Directory and in PRINTERS' INK, but now I do not believe Mr. Rowell is influenced by any other motive than a desire to give an exact truth regarding papers that will furnish him that truth."

"Do you think it is to the advantage of newspapers to tell the truth at all times?"

"Most certainly."

"Suppose a paper is not first in its field."

"I should give the actual circulation if I was not first in the field in my locality. I think it would be of benefit to the newspaper by giving the advertiser a knowledge of just what he paid for."

"But when the figures are so much lower than somebody else's figures, don't you think giving those figures turns the advertiser away?"

"No, I do not think so."

"But there are a great many papers with small circulation but of high grade, the figures of whose circulation seem to place them at a disadvantage with the cheaper grade papers that sell at a cheaper price and have a very much larger circulation. Do you think it is good policy for a paper of this kind to give the figures of a circulation?"

"I do not think the majority of newspapers of the class you mention appreciate what an advantage it would be to them to have the advertising public perfectly sure of their exact circulation. You see, the way it is now, a newspaper that is not exact about its circulation figures is always discounted by the advertiser. For instance, a newspaper claims 25,000 without making a detailed statement or proving it. It has in reality, we will say 20,000. The advertiser feels pretty sure it is lying

anyway, for he feels that if it were not lying it would take great pains to prove its circulation. Therefore, the advertiser buying space discounts the claim made by this paper and gives them credit for 15,000 circulation, and refuses to make contract on any other basis. If this paper of 20,000 circulation had proven 20,000 circulation, it would have gotten paid for 20,000 circulation, but claiming 25,000 it gets paid for 15,000. This is almost a universal rule with advertisers, both local and general, and the papers that make claims without proving them correct are losing prestige with the advertiser. The advertiser really wants these papers of limited but high-class circulation. He wants to reach the people that read these papers. He wants to pay a fair price for reaching them. He does not care, however, to pay for any more than the paper's actual circulation; and sometimes I believe the advertiser will step out of the high-class papers with comparatively small circulation rather than go through the trouble of trying to get at their real circulation."

"Do you think that papers which prove their actual circulation are getting more business?"

"Yes; I think in advertising business it is the same as it is in any other commodity; the man wants to know what he pays for."

"Do you think papers that prove their actual circulation get higher rates proportionate to their circulation?"

"I can not answer that question with a sweeping assertion. Sometimes papers that do not prove their circulation and make a high rate with the idea that the advertiser is going to beat them down anyway, get more for their space than if their actual circulation were known. But I do not think this policy pays in the long run, and I think if any one were thoroughly acquainted with all the evidence throughout the country on this question, there would be a strong showing in favor of papers that treat advertisers in a thoroughly business-like way."

"What do you mean by a thoroughly business-like way?"

"Well, it is to have one rate to all, not vary from your rate, and to be careful in having your rate in proportion to the value you give the advertiser."

"I should think this would be a pretty difficult rule to follow, considering the different value some newspaper has to different advertisers."

Mr. Mathews thought some time before answering this question. In his own case, I happened to know that he makes his space of equitable value to all advertisers by a plan of his own. First, he makes a reasonable rate, which means comparatively low rate. Second, he gives the small advertiser and the special advertiser an opportunity to contract for a certain amount of space to be used within a year, and to be entirely at the advertiser's option so that at favorable seasons he can spread it into conspicuousness. By this plan he was able to get practically every advertiser in Rochester—I ought to say nearly every merchant in Rochester—into the *Democrat and Chronicle*. He has gotten a great many more than the mere advertisers, because he has created a great many advertisers. Furthermore he has gotten the entire public into the habit of looking to the *Democrat and Chronicle* for everything they want to know about the goods they intend to buy, so that if a man is not in the *Democrat and Chronicle*, or has been in and dropped out, the general inference is he has gone out of business. I don't think of a newspaper anywhere, unless it is the Washington *Star*, that has met with more success in application with a careful thought to advertising policy. Thinking the right sort of an advertising policy has been a part of Mr. Mathews' work for a quarter of a century, and because he has attained the best plan I know of, I questioned him closely. After Mr. Mathews had done considerable thinking, I reiterated my question: "How do you make newspaper space of equal value to all advertisers?"

"The only way to answer your question is to take individual cases. For instance a furrier: A furrier can not advertise profitably except a few weeks in the fur-buying season and a few weeks in the spring when people are storing their furs. We make a rate to him that is not prohibitory and enables him to use the space he needs at that particular time. We don't want him to use any of our space at any time when it won't pay him, and we don't, therefore, attempt to make any sort of a contract with him, except the contract that enables him to use the space when he needs it most. The general principle involved is this: That the rate should not be prohibitory to any legitimate advertiser who desires to use your columns. Neither should one

man get a better rate than another can secure."

"Returning to the Directory question, Mr. Mathews, you think it is really worth while to send into the American Newspaper Directory the facts and figures in the form that the American Newspaper Directory requires?"

"Yes, sir!"

"Do you know of any better way of stating circulation than that followed by the American Newspaper Directory?'

"I can not think of any plan better than Mr. Rowell's for inducing the newspaper publishers to furnish a correct statement of their circulation. This matter has been discussed by newspaper publishers of this country very vigorously and earnestly, and we have yet to find any method that has induced all the publishers to make a correct statement, and as long as we can not find a method that will absolutely induce all of them to make an absolutely correct statement, Rowell's plan is a success approximating to perfection in directory compiling."

ADDISON ARCHER.

THE WILL AND THE WAY.

By Chas. Paddock.

There are very many would-be advertisers who have the desire to advertise but they don't do it. They have an ambition to do what other business men have done—use publicity to achieve success, and they are all anxious to learn how it may be done, until they are confronted with the facts that it is necessary to spend quite some money, to exercise a lot of patience, and to run the risk of losing most, if not all, of their investment.

For there is no use in denying that advertising *is* a risk, even when a man has capital, brains and patience. Looking backward for a decade, it is impossible for the shrewd observer not to see that the failures in advertising greatly outnumber the successes.

Much of this can undoubtedly be attributed to one of three causes, viz., over-confidence, lack of knowledge, or a want of pluck and energy. The over-confident man seldom succeeds because he has built upon a great or a rapid success, when there is really nothing in his goods or in his methods of advertising to warrant such an expectation. The quick successes in advertising are so extremely rare that there is absolutely no foundation for the hope that they can be achieved. Almost every business that is now paying big profits as a consequence of its advertising originated in small efforts and had to be built up by degrees. Even then it required untiring patience and constant energy to reach the topmost rounds. But such advertisers had the *will* to succeed and perseverance pointed out the *way*.

Men who venture into the advertising field without any knowledge of it, and without a guide, invariably come to grief through their ignorance alone. They know nothing of what kind of matter is best to advertise their goods, of where they are likely to sell best, what are the best mediums in such fields, what such mediums cost, what they ought to cost in proportion to their circulation, what the obtainable discounts are, or, in fact, anything at all about the art of publicity-seeking. They may have the will to advertise but they do not know the way, and appear to be too foolish to employ competent agents to show them.

Then there are the men who plunge into advertising in a determined sort of way and impress everybody by their boldness and courage—for a time. But their pluck does not last. Unless they see immediate returns from their outlay of money they are apt to turn tail and flee. Perseverance is better than spasmodic courage in advertising. Stand to your guns if you want to win the battle. Don't desert your colors once you have shown them. Better to advertise a little for a long time than to do a lot at once and then stop. If you really have the will to advertise, find out the way before you start, and it will save you much loss.

To come right down to the point, it is very little use having the *will* to advertise unless you either *know* the way or are willing to learn it, as others have had to do. Capital counts for nothing without the knowledge that is born only of experience. If you haven't got the latter, get it by hiring it, before venturing your money into advertising. The will is a good thing to have, but only the will and the way combined ever accomplish good results nowadays.

SO IT SEEMS.

It appears as if a shrewd man could single out any one useful, fancy or necessary thing, and by keeping it before the world, make his fortune out of it.—*Minneapolis Times.*

THE GREAT FAMILY PAPER.
INTO THE HOMES IT GOES.

The
San Francisco
CALL

JOHN D. SPRECKELS,
Proprietor.

W. S. LEAKE
Manager

Published Every
Morning in the Year.

CIRCULATION

Exceeds 50,000 Daily ....

Best News Service!
Best Staff of Correspondents
Best Local Equipment!

For Sample Copies, Rates and Further Information, Address

DAVID ALLEN,
Eastern Representative,
188 WORLD BUILDING, NEW YORK.

STORE MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make merchandising more profitable by a judicious system of advertising.

By Chas. F. Jones.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

Mr. Charles Austin Bates kindly forwards to me a letter which was addressed to him, as its contents can best be criticised under the head of the problems of "Store Management."

The letter reads as follows:

NEW YORK, Jan. 4, 1898.

MY DEAR SIR—Thanksgiving week I bought a pair of Enamel Hannan Shoes of one of the leading dealers in Rochester, who is their authorized agent.

In three weeks one of the shoes cracked nearly across the top, just back of the cap, cutting through the canvas lining.

The Rochester dealer offered to sell me a pair of shoes at a discount of ten per cent. and stand the loss.

The manager of Hannan's headquarters here said he could not entertain a complaint. He acted as if he thought I was crazy to imagine they would—supposed everybody knew they bought Enameled Shoes at their own risk. I told him I paid the Hannan price, expecting to get a first-class article, and that any old thing would wear more than three weeks. He shrugged his shoulders and said "he couldn't help it."

It seems to me no amount of advertising can neutralize the negative influence of this kind of treatment.

I shall never buy another Hannan Shoe, and I shall advise my friends not to. Yours truly, W. B. STEVENS.

I am very sorry to have to say that, in my experience in various parts of the country, I find that the majority of merchants are not careful enough in explaining to customers the points that ought to be explained about the merchandise when it is sold. It appears to me that a great many hard feelings could be avoided, and a good many life-long customers made, if the merchant would sometimes lose a temporary sale by being over particular with the customer, and not let the customer get the wrong impression of the goods. There are of course a great many kinds of merchandise that can not be guaranteed. By this I mean that the merchandise is of such a nature, that the merchant can not always be sure when he sells an article that he is selling something that is going to turn out just as he hopes and expects. I believe the best way in all such cases is to say to the person who buys the goods that the goods are not guaranteed. I am pretty well satisfied that in many cases this would lose the merchant a sale, but if he explains the matter properly, while it might lose him the one sale, I believe nine times out of ten it would make the customer a life-long friend of his store. Everybody that knows anything about shoes knows that enameled shoes and patent leather shoes are usually purchased at the risk of the buyer. The very best enameled or patent leather shoes that were ever made are liable to go wrong when you least expect it. The fact however, that this is a generally accepted truth by the trade, does not excuse the merchant who lets the customer go out with the wrong impression on his mind, that these shoes are guaranteed the same as any other kind would be.

I believe that in the majority of these cases the difficulty is with the clerks. The clerk is anxious to make an immediate sale. He does not feel that he wants to lose the customer through any chance, and therefore is usually afraid to say that the goods are not guaranteed. Business men should train their clerks better. They should impress upon the minds of their clerks that their first duty is to satisfy the customer, and that selling goods is really secondary to satisfaction. I believe that both the manufacturers and retail shoe dealers should try and avoid any errors of this kind. They ought to have a printed slip to go with each pair of enameled or patent leather shoes, stating that they are not guaranteed. A sign should be printed to this effect and hung conspicuously in the stores where the goods are sold, so that any one who bought a pair of these shoes would not fail to see the sign. I am satisfied that if such a sign had been hung in the Rochester Shoe Store, that when Mr. Stevens went back to make his complaint and had been shown this sign by the dealer, he would not have felt nearly so put out as he did. If the shoes were sold with a guarantee, I think that the Rochester dealer ought to give Mr. Stevens satisfaction, no matter what the loss.

I do not think, however, that the Hannan headquarters in New York

have anything to do with Mr. Stevens' complaint. I think they should talk to him just as politely as possible and explain all the circumstances to him, but as the shoes were bought in Rochester, the New York manager has no way of knowing what explanation was made to Mr. Stevens when he bought the shoes. The New York manager could only receive a complaint and make allowance upon the recommendation of the Rochester dealer. The Rochester dealer, if he knew what was good for his future trade, would satisfy Mr. Stevens and then instruct his clerks about guaranteeing enameled shoes, so that he did not get into this trouble again.

***

Messrs. C. H. Brower & Co., of Lexington, Ky., send me some of their advertisements, saying that they take so much interest in "Store Management" articles, that they would like to have my opinion about their work. Typographically, and otherwise, the advertisements appear to be very good. There is only one point I would criticise in the line of business policy, and that is, it sometimes doesn't pay to announce too far ahead what you are going to do. In one of the advertisements which I have before me an announcement is made that within the course of a week or so, a special sale of Oriental rugs and curtains would be held. The circumstances surrounding the advertisement have a great deal to do with it. If this advertisement was intended to offset something that some competitor was already doing, it may have been a good advertisement. Then again, if some other competitor should thus get the information as to what Messrs. Brower & Co. expected to do by and by and should start a sale to counteract Messrs. Brower & Co.'s efforts, this might be a bad advertisement. There is seldom a time when it pays to announce ahead what you are going to do. I would usually wait until the day before I intended to spring the sale and would put all my effort into that announcement rather than to begin talking about it too far ahead.

***

The saying is an old one, but nevertheless is just as true to-day as it ever was, that "variety is the spice of life." Variety is the spice of a store's life. A great many merchants in all kinds of businesses make the sad mistake of keeping their store too much on the same dead level. Nothing new transpires from time to time to make the store or the business more attractive to the customers or more fresh in its appearance. Those merchants who are making the greatest successes throughout the country are those who are trying to put into their store as much snap, ginger, life and newness as it is possible for a store to do. The windows of a store, the counters, shelving, the arrangement of the stocks and the interior decorations should all be changed at frequent intervals. The more different the store looks this week from the way it was last week, provided the regular facilities for business are not interfered with, the more entertaining and pleasing it is going to be, and the more pleasing the store is to the customer, the more regular customers that store is going to have. Constant change, constant new features should be the watchword for the business man who would be up to date.

In all kinds of business houses the question of wages is one that requires careful attention. A store can not afford to pay too much for its help, or can not afford to pay too little. Help secured at a price too low is apt to be the most expensive help that a store can get.

It is often the case that help that are not receiving as much salary as they are worth, and know that their services are worth more, often fail to perform their duties as satisfactorily as they otherwise would if their salary was larger. Give your help a salary satisfactory to both yourself and them. If you can not come to terms with any of your people, it will pay you to get somebody else in their place, because they will neither be doing you justice in their services, nor will they be doing themselves justice in the reputation which they are making.

It is true that no store can afford to pay more than market price for its help.

When it comes to more important help, such as heads of the various departments, or those persons connected with the business where more ability and experience will produce more profit for the firm, then I believe it is always well for the store to secure the very best people that it can get hold of at any salary within the reasonable scope that the business can afford to pay for its help. Anything but the best help even at a less price, is not a profitable investment when it comes to the chief people in your store.

Mr. W. S. Parker, a jeweler, of Prairie City, Iowa, used for a catch-line in his advertisements: "Parker's presents please people." This sentence has a very pleasant ring to it, and I think it is a fairly good one for Mr. Parker to use. It pays any retail store to have some expression that they can repeat in their advertisements which will help people to remember their name.

***

I am indebted to Mr. George H. Daugherty of St. Paul, Minn., for a grocery advertisement of "Yerxa" in the St. Paul *Dispatch*. This is the largest grocery advertisement of its kind that I remember having seen recently. It fills an entire page and is gotten up after the style that would be used by any department store. "Yerxa" carries only groceries, and, therefore, his departments are limited to that line. Under the head of fruits he says the following:

"No dealers are able to get them more expeditiously from tropics, hothouse or truck garden than we. Not a gettable thing in these lines, but what is under Yerxa roof as quickly as steamer or rail can fetch them from their growing places."

This explanation is followed by special prices on bananas, oranges, apples, grapes, lemons, pears, etc., etc. The next department is vegetables, and a special price is quoted on all the popular kinds of vegetable. Another department is flour and meal. Another department is tea. Thus throughout the entire line of goods he has made separate departments in his advertisements, and under each quotes prices of the various kinds. I think "Yerxa," if his store is as good as his advertisement, ought to be doing a fine grocery business and should deserve the name of the department store grocery.

Perhaps some of the headings used in the various departments throughout the advertisement would be interesting to some of PRINTERS' INK readers, so I will reproduce a few.

Under the head of bakery:

"The Yerxa bakery (adjoining the big store) is tidy, clean, well-ventilated and wholesome. The bread, cakes and pastry that come from its ovens are the handiwork of skilled bakers, and are set before you fresh as the morning daily, at such prices as are exampled."

Under the head of tea:

"Mere bigness is not the only characteristic of our tea department. Its size assures you an almost unlimited choice, it is true. But more important still is the fact that quality was made the test by which every pound of our tea was chosen. If a tea is not the most perfect of its kind—it can't come in."

Under the head of canned goods:

"Canned goods of every kind that gets into tins, and in quantity great enough to stock a dozen ordinary stores, are on our shelves. The very best products of the very best canneries at home and abroad have representation here, at prices but a trifle above the cost of production. Evidence follows."

***

As a rule I don't believe in circulars for the use of a retail general store of any size, in seeking customers from the general public. When a man can buy space in a newspaper that reaches the people whose patronage he may desire, he is very foolish to waste his money in circulars for general distribution. There are some rare instances, however, where the circular does good.

Once in a great while I get hold of a circular which I believe would do good under certain circumstances, with certain classes of trade. I have before me a large circular gotten up by McManus, of Newton, Kansas. It is a novelty in itself for several reasons. It is printed in two colors, and talks business from a certain standpoint, much better than any similar circular which I have seen in a long time. One of the novelties about this circular is the fact that in several places on it where an illustration could not be used of the goods, a sample of the cloth is pinned.

One of the items, for instance, states that Mr. McManus has twenty pieces of double fold novelty cotton dress goods, regular 15c. value, that during this special sale will be sold at 7½ cents a yard. Below this description are the words "like sample," with a hand pointing to a sample of goods about two inches square, which is pinned in a space left blank for that purpose. In another part of the circular is an item of bleached muslin, special-sale price 5 cents per yard, same as sample, and the sample is pinned right next to the item. Circularizing like this is out of the ordinary, and I do not doubt will eventually bring Mr. McManus business, if he finds some way to get his circulars distributed right.

The hot pursuit among newspapers nowadays is after the phenomenal—the unique.

The....

Indianapolis News

holds the distinction of larger bona fide circulation, proportioned to population of home city, than any other American daily, *i. e.*, larger percentage of home readers, without resort to fake methods for circulation. It is also the only daily which, from its first issue, has steadily given and conceded the right of the advertiser to know the measure of his purchase in circulation equally with the measure of his purchase of any other commodity.

A word to the wise advertiser is sufficient.

Keep in Touch With

THE WOMAN
OF THE HOUSE.

Keep her informed on what you have to dispose of and when the time comes around to purchase anything in your line she will not forget you.

The way to keep in touch with the people of the States of Ohio, Indiana, Illinois, Wisconsin, Iowa, Nebraska, South Dakota and Michigan is through

The 1500 HOME Papers of

The Chicago Newspaper Union Lists

They reach the liberal purchasing classes of the rich and prosperous Middle West

One Million Homes

Every Week.

You yourself can imagine how many readers that represents. What have you to sell that these people need? One electro—one order—does the business.

A postal card will bring our New Catalogue and all information.

Chicago Newspaper Union,

87 to 93 S. Jefferson St., Chicago,
or 10 Spruce St., New York.

READY-MADE ADVERTISEMENTS.

Edited by Wolstan Dixey.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Some of the ads that appear this week come pretty near the end of the season, but in almost every case they are just as good to adapt for some other business besides that for which they were originally used. It is intended in this department to have every ad if possible contain some idea which is good in itself and adaptable to more than one business. The object in doing this is that almost every advertiser in any business can find here every week at least two or three ads that will to some extent be suitable for his use. Advertisers who want to get the most good out of this department should give at least a glance to every ad which appears here and not limit their attention exclusively to ads which were originally intended for their own business. The grocer or butcher or baker is as likely as not to find a dry goods advertisement, the body of which he can use in his business just as well as if it was written for him, only making slight changes.

What They Say.

In New York.

A Sale of Bicycle Suits. Here's the offer in a dozen words, and it's one which you will not be likely to get again this season: 850 well cut, well made, well fitting bicycle suits, trousers with golf cuffs, $3.75 each. There you are; now come in and get your share. The price would be a low one for even the cheap, flimsy, "factory-made" half-cotton suits. For these, which are in firm, strong, handsome, stylish materials, and put together to look well, fit well and wear well, the figure is very close to phenomenal. The actual values, based on usual retail prices, run up to $7.50. Be warned:—If it's a fair day to-morrow, they'll all go before night.

Can Small Sums of Money Be Safely and Profitably Employed? It is more and more difficult to conduct any small business at a profit, because of competition with large aggregations of capital. The solution of the difficulty would seem to be to consolidate individual resources, placing each moderate investor in the position of the most favored capitalist. The plan of the John Pettit Realty Company secures this result without speculative risks. The consolidated capital is employed in the building and operation of New York City business property (store and office buildings), under management of undoubted ability and stability. Investors have daily opportunity to observe and inspect their own properties, which are paying 6 per cent at the start, and are very sure to increase in value. For detailed information apply to:

A Black Silk Event. Styles may come and styles may go, Black Silks go on forever. There's never a limitation to their usefulness, never a month nor a minute when fashion frowns upon them.

This is to tell you of some Black Silk matters which mean dollars of saving. Nor is the saving compensated by undesirability in pattern or quality. The goods are new, the patterns are novel, the qualities are above all criticism.

Now look at the prices.

In Washington.

Carpet Remnants That We Can't Match To be closed out at less than cost. All pieces are large enough to carpet one room and some will carpet two or three.

Here's Real Old-Time Cider! Purest of apple juice. Made on a down east farm. The farmer who makes it is famous far and near for this old-fashioned made cider. I've managed to secure a barrel of it, and will retail it while it lasts for 25c. a gallon.

Those $4.97 To Order Trousers. They are still going fast—so very fast that our cutters are kept hustling and bustling at a lively pace to keep the orders filled up to the time promised—and let us say that our orders are always filled at the time stipulated.

Oriental Rugs Under Price. There isn't any other house we know of that attempts to cater so thoroughly to your Oriental rug wants or thinks of quoting such prices as we do. It used to be that Oriental rugs meant fancy prices—it was considered that those who wanted the luxury of an Oriental rug would willingly pay well for it. We don't work on that basis. We figure prices with reason, and there are Oriental rug bargains here as often as carpet bargains. A $20,000 stock to select from. Rugs from $3.75 to $1,000. Just a few hints as to prices:

Laundry.

Thought you men couldn't withstand our fine laundry work and prompt service long! Tell your friends to drop postal or 'phone 592 and we'll call weekly after their laundry bundle!

Stationery.

Any order you make out for Stationery and Office Supplies we can fill. There's nothing you'll want for your office—business house—library—that we can't supply. No order will be too large for us to handle. And you'll find our prices will save you money on everything you order here.

In Philadelphia.

Overcoats Must Go. $20 and $15 ones for $10. This firm shall never be known as a back date or old stock firm. Not a garment shall remain in this store longer than one season. Not a garment shall ever be packed away to be unpacked and put on sale a year later. The whole stock shall always be new, and what's left of these new things at the end of each busy season shall be at such prices as will dispose of them. That's the reason these fifteen and twenty dollar overcoats are now $10.

Sale of Women's Tailor-made Suits.

It begins this morning, and with prices so unapproachably low that every woman in Philadelphia has interest in the occasion.

In Chicago.

To-Day and To-Morrow We offer bargains that will cause a gnawing at every purse. This ends the first week of our genuine *Ground Hog Case Shoe Sale*. This unprecedented event will go on record as the cap sheaf of sales, both as to its immensity and low prices. $1.95 for $3 and $4 Ladies' Shoes.

Boys' Furnishings. One of the most attractive features in our house, for ladies, is our boys' furnishing department—second floor. We do not know of another similar one west of New York—it is not surpassed by any there. We study the fashionable requirements of the little men as carefully as we do the needs of the most perfectly dressed society and club man. Boys' shirts, underwear, hosiery, neckwear, linen and headwear, everything necessary to put the finishing touches to a fashionable boy's wardrobe, at prices that are lowest in Chicago for reliable qualities. For instance: star waists, 85 cents. New 1898 patterns. We have established this as the price and quote it as a criterion by which to judge our low prices in other standard-brands of fashionable apparel for boys and children. Anniversary sale specials: Boys' knee-pants suits, $3.50—extreme values. Boys' long-pants suits—values up to $12—at $7. Browning King & Co., Madison and Wabash.

In Brooklyn.

School Dresses and Separate Skirts. These dresses are made in checks, fancy mixtures and plaids, for children from 6 to 14 years. Some are trimmed with fancy braiding and buttons, others plain combinations. The effects are very pretty and stylish. Blouse, Eton and Revere—only 75 of them at $1.75, $2.25 and $2.85. Misses' and children's separate Skirts, perfectly plain with alternating tucks, in blue, black and red, from 10 to 16 years, at $3.25, $5.50, $6.25 to $8.50.

Men's Mackintosh Crisis. $16.50 to $10 kind for $5.50. An instance of "Must have money" in a manufacturer. We selected the best of the stock, and these are beautiful coats, well made, newest shapes, black, tan, brown and mixtures, in cheviots, meltons, coverts, serges, double breasted, box style, velvet collar, and the regular prices are $10.00, $12.00, $13.50, $15.00 and $16.50, all to be sold while they last, for $5.50 each. It's a snap; better take advantage of it.

From Everywhere.

Gas Stoves.

Served Him Right! Missed his train and lost his job. Waited for breakfast to be cooked over a coal fire. Chafed at the delay, swore a lot, but couldn't reach the office on time. Was it you? Why not have a gas stove that cooks to a turn economically and quickly?

A Man in Our Town Says he is always satisfied when he purchases his cigars and tobaccos from Sol Coleman.

THERE ARE NO EXPERIMENTS

in this store. Every Piano sold here has been tested by time and proved of lasting merit. The Standard Income of our low-priced Pianos, but it is a great Piano for the money asked for it. It is essentially a good Piano—the best that could possibly be sold for the money—$275 to $375. Sold at $5 monthly.

J. W. Jenkins' Sons,
921-923 Main Street.
Oldest and largest Music House in the West.

SILK PETTICOATS.

There is a reason why we sell more Silk Petticoats than any other three houses combined—the reason is found in the goods themselves. INVESTIGATE, and you'll find our line the most complete and the most attractive in the United States.

At $4.95 we are selling the best Silk Petticoat in America for the money—a $6.50 article.... **$4.95.**

Field Days for Money Savers!

Winter isn't over—the weather umpire has just called time. The next round will begin soon. Secure some of these seasonable bargains offered to-day and to-morrow. The Great Curtain Sale on second floor is drawing with a vengeance. A visit now is all important to every housekeeper in the city. You'll be surprised beyond all expectations when you hear the prices named.

THE MINNEAPOLIS JOURNAL

GUARANTEED AVERAGE PAID CIRCULATION FOR JANUARY, 1898,

40,833

The MINNEAPOLIS JOURNAL, a six-day paper, carried 66 per cent more advertising in January than any other daily in Minneapolis.

The MINNEAPOLIS JOURNAL carried 13 per cent more advertising in January than any daily and Sunday paper combined, in Minneapolis.

The JOURNAL carried 130 per cent more classified advertising than any other daily, and 40 per cent more than any daily and Sunday paper in Minneapolis combined, in January.

This is about the average ratio the JOURNAL carries in excess of the other papers throughout the year.

WHAT DOES THIS PROVE?

Ask for explanation and advertising rates of

R. A. CRAIG,
In charge of Foreign Advertising.

41 TIMES BUILDING, NEW YORK.

87 WASHINGTON ST., CHICAGO.

ARMY AND NAVY JOURNALS.

The *Army and Navy Journal*, gazette of the regular and volunteer forces, is the representative publication of its class. The editorial and publishing offices are on the ninth floor of the Bennett Building, corner of Nassau, Fulton and Ann streets, New York. Its publishers are W. C. & F. P. Church. The latter is an editorial writer on the New York *Sun*. The former is the editor of the *Journal*, and also the author of "The Life of John Ericsson," and of the "Life of General Grant," for the Putnam series of "The Heroes of the Nation."

The *Journal* is a prosperous-looking weekly, printed on a good quality of glazed paper, and sells for fifteen cents a copy, and six dollars a year. It has a fine run of advertisements.

A representative of PRINTERS' INK called upon Mr. W. C. Church recently, and was given the following information concerning this and similar publications.

Said Mr. Church: "The *Army and Navy Journal* was started about thirty-five years ago, during the war. It immediately sprang into general favor, and soon built up an enormous circulation, not only among soldiers, but among all classes of patriotic citizens, counting among its subscribers such men as Longfellow, Lowell, Holmes, and in fact most of the prominent names of the period. The same class has continued, in slightly diminishing numbers, to support it ever since.

"Its subscription list of to-day is made up of those in the service of the army and navy of the United States, members of the Marine Corps, the revenue cutter service and the National Guard. Besides these, however, we have many subscribers throughout the entire world, and I might add that many of these never see any other American publication.

"These consist not only of military students everywhere, military clubs, and officers in the service of all the foreign governments, but publicists of all descriptions. The German government is itself a numerous subscriber, and sends many copies regularly for distribution among its army posts.

"Aside from these, many young men throughout the land subscribe, impelled thereto by love of military matters."

"Mr. Church, how large would you say your possible field for subscription would be?"

"That would be hard to determine. The regular army, including officers, is 27,500. The navy comprises 10,000. The organized National Guard has on its roster 113,000 and imperfectly organized, heaven knows how many. I should say in the neighborhood of a quarter of a million. But, besides, who can compute the trade element, for it is incalculably large. The Chicago library recently compiled a census of the relative popularity of publications. Twenty-nine general ones headed the list. But then followed a list of 204 class publications, and at the head of these stood the *Army and Navy Journal*. At Los Angeles, Cal., too, recently, they made a test of publications called for more than 500 times, and our *Journal* stood honorably near the head."

"Speaking of the trade element, Mr. Church, I see you have a splendid run of advertisements. Are they mostly special ones which cater for army needs and for Government supplies?"

"By no means these only. The fact is, that though in this country war is not recognized as in other countries, where it is the great industry, and where it is considered the aristocratic profession, there is a splendid purchasing element, invaluable to the general advertiser, in the army and the navy. You must recollect that the large proportion of our subscribers are men in receipt of a good steady income for life. And so we have little difficulty in obtaining and retaining a good run of general advertising. Then, of course, as you remarked, we naturally carry a large run of advertising on government supplies, arms, ammunition, ordnance, powder, and so on. Just as an instance of how widely we are well regarded, I may cite that a few years ago Krupp, the great Prussian cannon-maker, sent us an unsolicited $400 ad. This ran for a time, but was withdrawn when Congress passed a law forbidding the purchase of foreign war materials."

"You have the largest circulation of periodicals of your class?"

"By all odds. Probably as large as all the rest combined."

"How many such publications are there?"

"I should say about half a dozen. There are a lot more of a quasi-military character, but largely ephemeral and of little influence."

"Do you know the *Confederate Veteran*?"

"I know there *is* such a publication, but I know nothing about it. We never come in contact with it."

A list of the army and navy journals mentioned under that classification in the American Newspaper Directory as having a circulation in excess of 1,000 copies per issue is given below:

DISTRICT OF COLUMBIA.

Washington—Army and Naval Register, weekly	2,250*
Army and Navy Magazine, monthly	2,250*

MAINE.

Rockland—Maine Bugle, quarterly	1,375

NEW YORK.

Albany—Drafted Men's Advocate, monthly	4,000*
New York—Army and Navy Journal, weekly	4,000*

OHIO.

Columbus—Army and Navy Union Journal, monthly	1,500

TENNESSEE.

Nashville—Confederate Veterans, monthly	12,500*

WISCONSIN.

Milwaukee—Military Tribune, semi-monthly	2,939

And under the heading of "Grand Army of the Republic" the names of the following journals, with their circulations, are given:

DISTRICT OF COLUMBIA.

Washington—National Tribune, weekly	100,517

IOWA.

Des Moines—Grand Army Advocate and Woman's Relief Corps Magazine, semi-monthly	7,083

MASSACHUSETTS.

Boston—Grand Army Record, monthly	2,250*

MISSOURI.

Kansas City—Western Veteran, weekly	2,250*

NEW YORK.

Gouverneur—Grand Army Journal, bi-weekly	4,000*
New York—Grand Army Gazette and National Guardsman, monthly	4,000*

*Estimated by the American Newspaper Directory in the absence of a definite statement from the publisher, and believed to exceed the number here given.

THE MONEY-MAKING INSTINCT.

Money can be made almost anywhere by a man who has the money-making instinct. An Astor or a Gould would make money on a comparative desert. While thousands of able men live in poverty and wretchedness, just managing to keep soul and body together in the midst of boundless opportunities in the large cities of America, others in out-of-the-way places, and apparently with very few opportunities, make their millions just because they have the money-making instinct. —*Success, New York.*

THE "SATURDAY EVENING POST."

The recent purchase of the *Saturday Evening Post*, of Philadelphia, by Mr. Cyrus H. K. Curtis of the *Ladies' Home Journal*, has induced the Chicago *Record* to indulge in this piece of newspaper history:

A piece of bric-a-brac which Mr. Curtis has coveted for many years, but has not been able to purchase until recently, is the *Saturday Evening Post*, the oldest newspaper in America, which has been issued regularly in Philadelphia since December, 1728, and was edited by Benjamin Franklin from 1729 to 1765. It was originally known as the *Universal Instructor in All Arts and Sciences* and was projected by Franklin, but that usually discreet person disclosed his plans to George Webb, a fellow apprentice in Samuel Kiemer's printing office, and the latter started the paper under that preposterous title. It was a small folio, six and a quarter by ten inches in size, and the first number contained two columns of reprint from Chambers' Dictionary of Arts and Sciences, which had recently appeared in London, three advertisements and a grandiloquent address from the publishers, who promised "that each person who preserves their papers will possess the richest mine of knowledge (of the kind ever before discovered, except of late in Europe)."

Franklin was indignant at having his ideas stolen, but after thirty-nine numbers had been published Kiemer was glad to unload the enterprise, and the paper was purchased by Franklin and Hugh Meredith for a trifling sum. Kiemer claimed a circulation of 250 copies, but Franklin asserted that it had but ninety paying subscribers. The new proprietors dropped the absurd title and called it the *Pennsylvania Gazette*. At that time there were only five newspapers in America, all weeklies. A year later Franklin made it a semi-weekly, the first in America, but it did not pay, and, after two brief experiments, resumed the weekly issue, which has continued ever since, with the exception of two weeks in 1765, when it was suppressed for refusing to pay the stamp tax, and large handbills, headed "Remarkable Occurrences," were published instead, and during the occupation of Philadelphia by the British from Nov. 27, 1776, to Feb. 5, 1777, and from Sept. 10, 1777, to Jan. 5, 1779. In these periods a few straggling numbers were printed at York. When the regular publication was resumed upon the evacuation of the city the title was changed to the *Pennsylvania Gazette and Weekly Advertiser*. David Hall purchased the property in 1776 and his sons ran the paper, with the assistance of several partners, until 1821, when it passed into the hands of one Atkinson, who changed the name to the *Saturday Evening Post*.

For half a century it has been published in the same old-fashioned way, for the benefit of the same old-fashioned, conservative patrons and their children and grandchildren, with a highly moral serial story, a column or two of antique and shelf-worn anecdotes, selected poetry, conservative comments upon current events, crochet patterns, charades and rebuses, a column of "wit and humor," and a page of Sunday reading. With the aid of a pair of scissors and a paste pot one man has been able to do all the editorial work, and another has attended to the business department. Mr. Curtis has applied his galvanic battery to the concern, and proposes to make a first-class illustrated weekly magazine of high-grade literature.

REAL estate advertising should be all about the land.

WOODBURY'S ADVERTISING.

AN INTERESTING TALK WITH THE ADVERTISING MANAGER OF THE MAN WHOSE BUSINESS IS TO INCREASE THE NUMBER OF BEAUTIFUL PEOPLE.

A reporter for PRINTERS' INK, on a round of discovery on advertising matters, recently called upon Dr. John H. Woodbury, of "facial" fame, at his offices and treatment parlors, 127 West Forty-second street, New York. He found Mr. W. A. Woodbury, the doctor's brother, and manager of the concern, though immersed in a staggering pile of orders received that day, still willing to accord him twenty minutes' time.

"Why, yes," said he, "I can always make time for the Little Schoolmaster, my gospel and my creed. Just pile in your questions."

"Well, what is the present trend of your advertising?"

"During the past year we have been narrowing down very largely to newspaper advertising, or rather our development has been entirely on that line. Our present desire is to foster the growth of the business in the large cities in which we have offices."

"Then you advertise extensively only where you have them?"

"Oh, we do some general advertising right along, but our strongest efforts are concentrated on the larger cities. With these as a center, we find the general development very satisfactory, as by selecting good mediums in each we extend their operations throughout their vicinities.

"Where have you established offices?"

"We have them now, and a full equipment and force, in New York, Boston, Philadelphia, Chicago, St. Louis, Cincinnati, St. Paul and Minneapolis (practically one), and have just opened one in San Francisco. Then in such centers as Cleveland and Detroit, while we advertise proportionally as thoroughly, the business is a mail order one."

"What is your plan of campaign at these points?"

"Merely to select and adopt two or three of the papers of largest circulation, regardless of quality."

"How do you get at the fact of which have largest circulation?"

"That's the hardest thing we have to do. We have not yet discovered the formula for finding out with any degree of accuracy. We have to rely, as most advertisers do, on the reports of agencies, the advice of these and advertisers, the claims made by the publishers, every bit of information we can get, and most of all on our judgment and experience. We used to think after we tried a paper that we could tell, but we are in more doubt every day that we add to our experience. Some of the papers which show up poorest in the correspondence office, which send us the fewest inquiries which we can trace, drive the most people into the offices, where, by dint of discreet questioning only, we

IF YOU HAVE ANY BLEMISH

MARK DEFORMITY or DISEASE, On, in, or Under the Skin,



John H. Woodbury can remove it painlessly and permanently. Over twenty years' successful experience curing skin diseases and facial blemishes; twenty-three associated physicians and surgeons.

Send ten cents for sample cake of Woodbury's Facial Soap for the skin, scalp, and complexion, and illustrated Beauty Book.

JOHN H. WOODBURY DERMATOLOGICAL INSTITUTE,

127 WEST 42d ST., NEW YORK.

BRANCHES: 1218 WALNUT ST., PHILA. 11 WINTER ST., BOSTON. 155 STATE ST., CHICAGO.

discover the source they come from. We can tell this, too, by the inductive method of noting day by day what is asked for, as when we advertise a special operation in some selected medium, or a new feature. In such cases the returns immediately show the efficiency of the medium. Do you know that in our experience, New York is the hardest place in which to get direct results, either by mail or by calls? Our trade here has built up much more slowly and gradually than elsewhere. The two New York papers which, in our opinion, ought to be the best mediums in the world, the *Herald* and the *Sun*, have proven very much more indifferent to us than the *World* or the *Journal*, whose constituency, all will agree, is not nearly so stable. I can not understand how the two papers, whose circulation is so much more wavering, can do us so much more good."

"Which other papers in this city do you employ?"

"The *Tribune*, the *Commercial-Advertiser*, the *Press*, the *Times* and the *Telegram*. By the way, we have been in every single issue of the *Sun*, to my personal knowledge, that has been published the past three or four years."

"Your clientele is mostly among women?"

"By no means. Although women are more numerous callers, men are to the full as much our customers. Women call more frequently, and on the whole for lighter purposes, such, for instance, as to have their complexions improved. But as far as moles, outstanding ears, crooked noses, blemishes and imperfections are concerned, and for bruises and fractures caused by accident, men call as often as do women. It is my conviction that men are by no means less vain."

"Do you establish your out-of-town offices to create business, or in answer to a demand in these cities?"

"Well, although owing to our large advertising in the past, we send out our goods to almost every post-office in the United States, no matter how insignificant or out-of-the-way, we establish our branches to create business. But in our advertising we reach about every spot on or off the map. When I said before that we were narrowing down largely to newspapers, I meant that we spend about three-quarters of our advertising outlay with them, a proportion which has been steadily increasing. For year by year we have been adding to that end, the list of our general mediums remaining the same. Our outlay is so large that the remaining quarter still allows a good selection of general mediums, ranging from the magazines, the juveniles, the humorous, the religious and special publications. In selecting these our main aim is to get circulation, everything else being secondary. You can gauge the variety of them by the following list of mail orders received to-day which give credit to the source. Here they are, together with the number of orders to be credited to each: *Munsey*, 10; *Vickery's List*, 14; the *Strand Magazine*, 5; *Family Story Paper*, 3; *Metropolitan*, 6; *McClure*, 3; *Modes and Fabrics*, 5; *Herald*, 2; the *Century* (which we have not been in for two or three years), 1; *Harper's*, 3; Cincinnati *Post*, 1; *Youth's Companion*, 1; *Penny Magazine*, 1; *Puck*, 1; *Ladies' World*, 1; *Delineator* 2; *Judge*, 2; St. Louis *Republic*, 2; *Telegram*, 1; *New York Weekly*, 1; St. Louis *Chronicle*, 1; *World*, 3; Cleveland *Press*, 2; *Journal*, 2; *Fashions*, 2."

"About what proportion of orders state where they saw the advertisement?"

"From a quarter to a third. It is impossible from fully one-half to ascertain the medium that induced them to write."

"Do you try to discover?"

"No, we do not. I don't think it would pay. We are willing enough to be liberal, however, and accord every medium the benefit of each doubt. Each year of the past four, in spite of the hard times that seem to have been general, our business has actually doubled. We have increased our proportion of newspaper space in the same ratio, while not decreasing space in other mediums."

"Do you advertise outside of these?"

"We sometimes use, and firmly believe in, the L roads and the street cars, and believe we can call ourselves liberal patrons of these. We have used outdoor display, too, and think well of it, but are not active in all these now, because we do not feel able to go into everything, and secondly, we are desirous of speedy returns, and find newspapers yield these most readily."

"Do you circularize?"

"We never do or did, except in reply to inquiries, finding that our facilities are kept busily moving even by

that. It strikes me that I would like to say a word about one matter that has made me feel a little nettled."

"Pray what is that?"

"It is the gift enterprises entered into by so many publications. It seems to me these are trying to build up a circulation by rather contemptible methods. It strikes me that the result will be to make their advertising space deteriorate in value. I don't care to follow up the thought, but to me it is a very discouraging phase of journalism, and surely will react upon themselves. The giving away of samples is perfectly legitimate in business, but surely there is no defense for gift schemes. I would not allude to ourselves ordinarily in this connection, but compare our conservative and dignified course by the side of these wild and woolly 'fakirs.' We do not even give away our literature or samples. All inquirers must pay for our booklets and for the goods in however small quantities. It is to us an evidence of their good faith. As a consequence we know that those who write are in earnest."

"I see that you incline to reading notices rather than display."

"Oh, yes. We find them very much more effective. In fact we can tell comparatively little in display. Of course, we do use display in some mediums, but we can not practically help it in those cases. Our favorite space is an entire newspaper column, or more; in that we strive to tell an interesting story, with cuts, which we find very effective."

"Now, Mr. Woodbury, as a finale, or clincher, how much do you people spend for advertising in a year?"

"We do not make a special advertising appropriation, but we do spend all the money in sight for all that. It is getting to be close to $100,000 a year. Dr. Woodbury seems to have more faith in that than in anything else. The hardest work I have to do is to restrain him from spending within the limits of what the business will warrant." J. W. SCHWARTZ.

MAGAZINE ADVERTISEMENTS.

One can read more, says an English authority, of the social history of any time, in its advertisements than in almost any other place, and now that illustrations are forming such a prominent item in such matters, their preservation will be doubly useful. It is strongly recommended, for these reasons, that in binding magazines the advertising pages should always be retained.

"SPECIAL AGENTS" THIRTY YEARS AGO.

One of PRINTERS' INK correspondents, who has been in the advertising business in New York for thirty years, furnishes the following reminiscences:

Thirty years ago there was not in New York a special agent resident from any out-of-town newspaper office. The position was not then known. "Solicitors of advertising," and occasionally a publisher, came on with more or less frequency, the smart ones then, as now, reaping a rich harvest, and returning home with a large assortment of electrotypes and a goodly number of contracts.

The first "special agent," as I now remember, to open an office in New York, making this headquarters, with full authority to "represent" the daily newspapers catalogued in his list and upon his letter headings, was E. B. Mack, from Cincinnati. And what a good fellow he was! How he made friends with every one; how skillfully he persuaded the advertiser that there were no papers he so much needed as "my papers." Short of stature, round of body, with little black eyes sparkling with merriment, he was everywhere welcome, and when he was called hence there was many a one who lamented and missed "poor little Mack!"

About the time of Mack's advent came, also from the same city, L. H. Crall, who still remains, and has been dubbed the "Dean of the advertising fraternity," and F. T. McFadden. Mr. Crall, it is reported, has been eminently successful and is a part owner in at least one of the papers which he represents. McFadden was a good solicitor, but for a long time not inclined to accept or secure the co-operation of the advertising agencies. Experience, however, taught him better ways and in his latter years he served many of his old customers with entire equanimity, not direct, but through the hands of the advertising agent.

Richardson, A. Frank, with his papers of "known circulation," was also early in the field. I remember well his first oncoming, with a letter of introduction and commendation from his uncle, J. J., of the Davenport *Democrat*, asking us to deal kindly with the young man for his, the uncle J. J.'s sake. But he required no assistance of any kind. From the very first he showed an aptitude for his business that guaranteed success. And although his modesty is to-day as conspicuous as it was then, he has always controlled it so skillfully that many may even yet be unaware of its existence.

Next in order, if my memory serves me correctly, came Mr. S. C. Beckwith, at first as the special agent of the Kansas City *Times* only. But Beckwith soon made friends on both sides—with the newspapers who sought his services as a most desirable representative, and with the advertisers, whose confidence he seemed so thoroughly to win, and for whose interests he cared as carefully as for those of his own newspapers.

And now the number of special agents in this city alone necessitates a printed directory! Of the five enumerated above, three are still living, after a continuous service, in one case of thirty years, and in the other three cases of fully twenty-five years, all in good health and in possession of good incomes. The special agents, as a craft, are good fellows. They work hard, are well paid, and seem to live long.

THE ad of a brewery ought to be full of spirit.

San Francisco Bulletin.

This is Worth Reading!

ARNOLD'S
ADVERTISING
AGENCY,
San Francisco.

THE BULLETIN, January 31, 1898.
CITY.

I offered at the first opportunity to let you have the results of my examination into your circulation. Handling as I do some of the largest advertisers in this city, I make it a special point to get where possible an affidavit of circulation. My direct object being of course to gauge the value of each paper as to its direct city circulation, and further as to the nature of that circulation. I have never been able to obtain from any other paper its actual and separate city distribution. I say without any reserve whatever that I consider The BULLETIN'S claim as per inclosed affidavit to be correct after a personal inspection of your books by myself; your paper is one of the best mediums on this coast and as you are aware some of my clients use your paper exclusively, even preferring it to the morning dailies of San Francisco.

You do business not only on the basis of circulation, but you have a stronghold in the high class of your readers and in the cleanly nature of your news items and in the care given to display advertising.

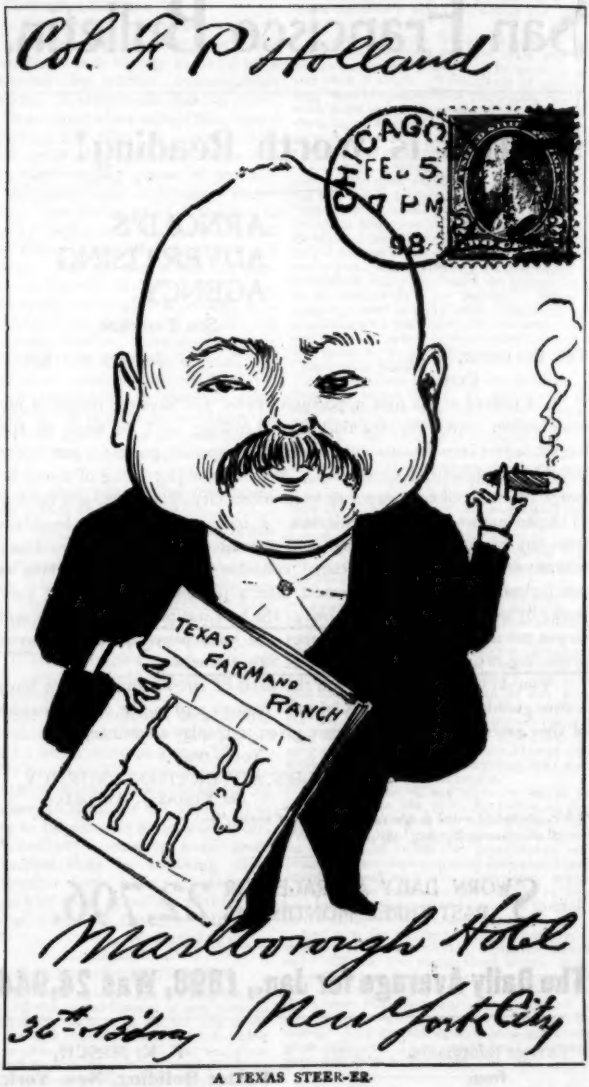
Yours truly,
ARNOLD'S ADVERTISING AGENCY.
Per EDGAR J. ARNOLD.

"Mr. Arnold's work is specially worthy of notice."—
S. F. Chronicle, Aug. 28, 1897.

SWORN DAILY AVERAGE FOR PAST THREE MONTHS WAS 22,796.

The Daily Average for Jan., 1898, Was 24,944

Further information from F. K. MISCH,
Potter Building, New York.



A TEXAS STEER-ER.

WHAT SOME PUBLISHERS ASSERT.

"I said in my haste all men are liars."—Psalm cxvi., 11.

The paragraphs in this department are inserted without any charge or payment. A publisher who has a good story is invited to tell it as tersely as he can, setting up the most substantial claim he habitually uses to influence advertisers. Although a publisher need not necessarily refer to any paper but his own, there will be no objections to comparisons. What the publisher sends is published as *coming* FROM HIM. It is his privilege to praise his own paper all he likes, for what is wanted is *what can be said* in its favor. What he does say, however, ought to be true—*absolutely*.

ARKANSAS.

Eureka Springs (Ark.) *Flashlight* (1).—A circulation in excess of any publication issued in Carroll County is guaranteed. Our subscription books are open to the inspection of advertisers. We court investigation.

COLORADO.

Denver (Col.) *Rocky Mountain News* (1).—Circulation, daily, 24,000; weekly, 6,000; Sunday, 32,000.

CONNECTICUT.

Ansonia (Conn.) *Sentinel* (1).—Guaranteed circulation in Ansonia, Derby, Shelton, Seymour and outlying towns, over 23,000 copies per week.

Bridgeport (Conn.) *Morning Union* (1).—Circulates everywhere; in the home circle, work shops, offices, stores, hotels—everywhere. Bridgeport is a newspaper reading community of 65,000 people.

Norwich (Conn.) *Sonntagblatt* (1).—The only German newspaper published in Eastern Connecticut.

Southport (Conn.) *Chronicle* (1).—Actual average circulation for past year, 2,160 a week.

DELAWARE.

Wilmington (Del.) *Sunday Herald* (1).—Reaches every town in Delaware and every precinct in Wilmington.

ILLINOIS.

Chicago (Ill.) *Breeder's Gazette* (1).—The *Gazette* was established in 1881, and has a *bona fide* paid circulation among the very best class of country people. "Its readers are leaders in agricultural progress, substantial farmers, and owners of the best land and the possessors of the most refined country homes." Sworn circulation Jan. 1, 1898, 22,000.

Chicago (Ill.) *Christian Oracle* (2).—We guarantee our circulation to exceed 6,500 weekly.

Chicago (Ill.) *Skandinaven* (1).—The largest circulation of any Skandinavian paper in the world.

Quincy (Ill.) *Club Life and Woman's Review* (1).—It is the only successful women's club publication in the country, and it stands without a peer or a rival in the field it has chosen. It has compelled recognition and is admitted to be the leading progressive woman's magazine. It goes to a high class of readers who have money to spend and who do not hesitate to spend it. It is read by people who take a personal interest in everything which contributes to its success. It has a national circulation and influence. It is found in nearly every county in the United States. *Club Life and Woman's Review* already has a circulation of 10,000, at least 50,000 readers, and can be found in all parts of the globe.

Rockford (Ill.) *Republic* (1).—The *Republic* has the largest daily circulation in Rockford. Detailed sworn statements furnished, circulation books open at all times to inspection of advertisers. The *Republic* is the only penny daily in Rockford; everybody reads it. The *Republic's* circulation statements are guaranteed by the Advertisers' Guarantee Co. of Chicago, by a bond of $50,000 in the Fidelity & Deposit Co. of Maryland, deposited in the Northwestern National Bank of Chicago.

Windsor (Ill.) *Gazette* (3).—Has more paid-in-advance subscribers than any paper within twenty-five miles of Windsor. Advertisers will stick a pin here.

INDIANA.

Bloomfield (Ind.) *Democrat* (political, issued Wednesdays); *Hoosier Hustler* (local, issued Saturdays) (2).—Reach more of the 35,000 inhabitants in Greene County than all other newspapers combined. Only paper fighting substitution. Don't claim any more circulation than we have, always been ready to give it and don't have to swear to it to get it believed where we are known. There is no neighborhood in the county they don't reach. Those who don't take them borrow them.

IOWA.

Des Moines (Ia.) *Midland Monthly* (2).—Circulation is now about 15,000 copies per month and it goes into the homes of the best classes of people of the Middle West.

Fort Madison (Ia.) *Gem City* (1).—The *Daily Gem City* is the oldest evening paper in Ft. Madison. The weekly reaches more homes in Lee County than any other paper. The official paper of the city and county. Guaranteed average circulation during 1897, daily, 607 copies; weekly, 1,513 copies.

KANSAS.

Topeka (Kan.) *Capital* (1).—The daily *Capital* is the only morning paper published in Topeka, the capital of Kansas, with a population of 45,000 people. Average circulation for 1897: Daily, 10,524; Sunday, 11,439; semi-weekly, 15,953.

KENTUCKY.

Henderson (Ky.) *Gleaner* (2).—Is the best paper in Kentucky in a city of not more than 15,000 population. Daily and semi-weekly cover Henderson and adjacent country thoroughly. Eight pages, printed on a fast Hoe press, folded, pasted, trimmed, and set by the latest typesetting machines. Guarantees more than three times the circulation of its competitors in the same field.

MAINE.

Bangor (Me.) *News* (2).—We are printing the leading daily paper of Eastern, Northern and Central Maine. We guarantee better than 5,000 circulation to an issue.

Bethel (Me.) *News* (1).—Goes weekly into

EXPLANATIONS.

(1) From printed matter emanating from the office of the paper and used in connection with its correspondence.
(2) Extract from a letter or postal card.
(3) Extract from the columns of the paper appearing either as advertising or reading matter.
(4) By word of mouth by a representative of the paper.

1,500 homes. This represents actual pay-in-advance subscribers, and does not include sample copies. Our subscribers are an intelligent, reading people, and take the *News* because they enjoy reading it, and not because it has been furnished at any cut rates, or as a premium with anything else.

MARYLAND.

Frederick (Md.) *National Light* (1).—In bringing the *National Light* to your notice we feel that if you will give it careful consideration, you will readily see its merit and value as the medium through which to reach the people of this section. It is a "home circle" publication—having departments for every member of the family. In fact, it is read by over 2,500 families every month. Aggregating at least 12,500 regular readers. In addition to this our sample copy list always exceeds 1,000 copies, and our paid list is steadily increasing. *Light* circulates in a vast field where people do not have the advantages of city shops and stores. Just mark this fact.

MASSACHUSETTS.

Salem (Mass.) *Putnam's Monthly Historical Magazine* (1).—Average regular circulation, 1,500. This magazine has the largest *bona fide* circulation of its class in America, and is the only monthly magazine of this character in the world. As a medium to reach people in the West, of New England and Dutch ancestry, of position, education and wealth "Putnam's" is the one to use.

Worcester (Mass.) *Telegram* (1).—Circulation is the largest of any morning or evening paper in Massachusetts, outside of Boston. It exceeds 15,000 copies daily and 17,000 Sunday.

MICHIGAN.

Lansing (Mich.) *State Republican* (2).—The leading daily and weekly newspaper in Central Michigan. The average daily circulation for the past three months has been 2,384 copies, and the weekly 3,360. Its columns are bright and newsy, up to date in every respect.

MISSISSIPPI.

Greenwood (Miss.) *Commonwealth* (2).—We print 1,500 papers.

MISSOURI.

Carthage (Mo.) *Press* (1).—The *Press* does not want credit for one more paper than it prints and circulates, but it does want it understood that it has a larger circulation, daily and weekly, than any other paper issued in Jasper County.

NEW HAMPSHIRE.

Bristol (N. H.) *Enterprise* (1).—Circulation 2,000.

Portsmouth (N. H.) *Times* (1).—Largest circulation of any evening paper in New Hampshire.

NEW JERSEY.

Washington (N. J.) *Star* (1).—Has more actual subscribers than any three other papers published in Warren County combined, and as many as any two papers published in either Hunterdon or Sussex Counties.

NEW YORK.

Huntington (N. Y.) *Long Islander* (1).—Advertisers are enabled through our columns to reach the best customers of Queens and Suffolk Counties.

Penn Yan (N. Y.) *Express* (2).—Has the largest circulation of any paper published in the county.

NORTH CAROLINA.

Kinston (N. C.) *Free Press* (2).—Only paper in North Carolina that gets cash in advance from subscribers and quits sending the paper at expiration of time paid for. Its paid circulation of 1,160 now (average over 1,250 during the year) is worth as much as twice that quantity of unpaid circulation. A paper made so interesting that people pay for it in advance is more closely read, and there are a great many more borrowers of such a paper; each copy represents a much larger number of readers than a paper that is sent on time.

Washington (N. C.) *Watch Tower* (1).—Circulation 1,000. Devoted to Apostolic Christianity.

OHIO.

Akron (O.) *Self Culture* (2).—It is an absolute fact that *Self Culture* is read in 75,000 homes of paid subscribers, is a high-grade busy man's magazine and appeals to an intelligent and prosperous clientele—a most desirable class to reach. The paid circulation is increasing steadily and the 100,000 mark is in sight and will be an assured fact within a surprisingly short time.

Alliance (O.) *Leader* (1).—Shrewd advertisers, who have tested our columns, admit that the *Leader* is one of the very best advertising mediums in Ohio, outside the cities of Cleveland, Columbus and Cincinnati, for the reason that its favorable location gives it full swing over five counties.

Cleveland (O.) *Ancient Craft Mason* (1).—Only Masonic weekly newspaper published in Ohio.

Springfield (O.) *Womankind* (2).—1897 was the banner year for *Womankind*, both in subscription and advertising. Circulation is now 115,000.

PENNSYLVANIA.

Chambersburg (Pa.) *Valley Spirit* (1).—Quantity isn't everything. Quality weighs. But the discriminating advertiser who uses *Valley Spirit* (Daily and Weekly) secures both. Don't be misled into believing that the only thing about advertising is to get it cheap. You want a medium that reaches the people. The *Spirit* places your advertisement before the buyers. It is not a cheap paper and it does not go to cheap subscribers. We have space for sale—not to give away.

Kutztown (Pa.) *Journal* (1).—Is an excellent German family newspaper, with a large circulation, and therefore one of the best advertising mediums in the State.

Philadelphia (Pa.) *Commonwealth* (1).—The Baptist paper of Pennsylvania, New Jersey, Maryland, Delaware, Connecticut and Rhode Island. Affidavit of circulation, advertising rates, etc., furnished on application.

Scranton (Pa.) *Times* (1).—Largest circulation in Scranton. Average circulation 10,208.

Shenandoah (Pa.) *Herald* (3).—There is no better advertising medium in this section of the State than the *Herald*. Evidence is not wanting to verify this well established fact. A local dealer last week placed an advertisement in these columns for three insertions, and as a result he sold $800 worth of the particular articles advertised. This is not idle boast, but can be verified by one of our leading home merchants. It pays to use the columns of the people's favorite paper.

RHODE ISLAND.

Pawtucket (R. I.) *Le Jean Baptiste* (1).—The only French paper that is circulated in every French family in Central Falls, Pawtucket, Providence, Hebronville, Woonsocket, Woodlawn, Warwick Villages, etc.

Providence (R. I.) *Paragon* (1).—100,000 guaranteed and proven circulation.

ONTARIO.

Dutton (Ont.) *Advance* (1).—Has the largest circulation of any local paper in the county of Elgin, and has proved an excellent advertising medium.

THE MAIL

AND

EXPRESS

CARRIES

More Paid Advertising

Than any Evening Paper in New York

You know why,
of course;
it brings results.
No driftwood.

Every reader is a purchaser.

203 BROADWAY, NEW YORK.

25,000,000.

HOW THE "FIRESIDE COMPANION" CIRCULATES A GUARANTEED SPECIAL EDITION OF THIS NUMBER.

The advertisement which accompanies this article is one which appeared not many weeks ago in PRINTERS' INK. 25,000,000 is such a remarkable figure, that the Little Schoolmaster thought the matter interesting enough to deserve a walk around to Vandewater street.

On the top floor of the Munro building are the offices of the *Fireside Companion*. Having stated his business, the PRINTERS' INK man was ushered into the presence and office of Mr. John Munro, the son of the founder. That gentleman, notwithstanding apparent immersion in an immense volume of what appeared to be manuscript, received him urbanely and threw light upon the stupendous figures.



"How many special editions do you publish, sir?"

"We do not publish them regularly, nor any set number, but we run them quite frequently between September and June. And the editions vary all the way from one million to four or five. You see these specials are really merely sample copies. They contain fifteen or twenty chapters of some regular story, which is just about to be run in the regular weekly. We begin the story at its beginning in the special, as we do in the weekly, but give about three times the installment in the former that we do in the latter. Indeed, if we find that the story is going to be especially popular, by means of selecting small type we give even more, say thirty chapters, or half the story that has appeared in the regular editions, indicating at the end the number in which the continuation can be found. People who have begun to read the story in the special are generally desirous to finish it, and since the end is only to be found in the regular editions, they must buy these. Once buying it they are very apt to continue, for the various stories in the regular editions are likely to fasten their attention. In the specials, you know, we never publish anything except that one installment of one story."

"How does it come that the special editions vary so greatly in their number—some of them only one million, others four and five?"

"We can never tell how popular a story is going to be. If we find we have made a mistake, we run only a million. If it is all right, we do not stop short of the long figures."

"Then it would appear that 25,000,000 is rather an underestimate than the reverse?"

"Oh, yes. We run over 25,000,000 a year now, but I don't think we reach 30,000,000."

"Do you find special editions efficient in booming your circulation?"

"Indeed we do. They are the only method we are acquainted with to do that. We invariably find an increase during the running of the story continued from the special."

"This system must be expensive?"

"It does cost enormously, but nevertheless it pays."

"Mr. Munro, where does the *Fireside Companion* circulate?"

"Our circulation is general all over the United States. With our specials we cover the entire country, and cover it well. As consequence our paid subscribers are liberally scattered everywhere. It took time to systematize the distribution of our gratuitous copies, but after these many years of experience we have it arranged to perfection. The country is divided into twenty-five or thirty districts. In each of these we have an agent who regularly makes the entire round, doing nothing but distributing specials. By the time he gets through the new special is out and he begins anew."

"In what sections have you the most paid subscribers?"

"In communities and districts in which there are most factories and mills. And, do you know, we are splendid thermometers as to the state of trade? When work is slack and mills are shut down the effect upon us is immediate. When trade is brisk and the operators are employed, our subscription list instantly bobs up serenely." J. W. BLACK.

THE PRINCIPAL SUNDAY NEWSPAPERS.

The Sunday newspaper, notwithstanding all opposition, has come to stay. It is favorably received by the public at large and liberally employed by both general and local advertisers. This is clearly demonstrated by the increase in both number, circulation and pages. It was, however, comparatively slow in gaining recognition. The first Sunday paper in the United States was started in New York City in 1837 by three enterprising journeymen printers, and called the *Atlas*. In 1869 the *Herald* and *World*, alone of all the large dailies, put forth a Sunday edition, and neither the *Times*, *Sun* or *Tribune* followed in their footsteps until they felt compelled to do so several years afterwards. In 1897 there were fifteen Sunday papers issued regularly in New York.

The American Newspaper Directory catalogues 365 Sunday newspapers, to each one of which is accorded a circulation of more than 1,000 copies. The following statistics relating to these publications may be of interest.

The combined circulation of the 365 is placed at 4,821,994 each issue. Only fifteen have a circulation in excess of 75,000 copies, and of these fifteen the following six are the only ones whose publishers appear willing to furnish exact figures, showing average issue for the year past. The circulation figures here given are believed to be absolutely reliably:

Boston, Mass, Globe	245,755
Philadelphia Enquirer	144,484
Philadelphia, Pa., Record	123,776
San Francisco, Cal., Examiner	94,166
St. Louis, Mo., Globe Democrat	83,870
Williamsport, Pa., Grit	79,918

The largest number (48) and the largest aggregate circulation (1,144,825) is credited to New York. Pennsylvania prints nearly twice as many copies as Illinois, and Illinois issues one hundred thousand less than Massachusetts.

The number of different papers and aggregate circulation in the principal cities is as follows:

	Papers.	Circulation.
San Francisco, Cal.	5	187,116
Washington, D. C.	3	48,400
Chicago, Ill.	11	348,150
Louisville, Ky.	4	42,625
New Orleans, La.	6	62,150
Baltimore, Md.	5	76,725
Boston, Mass.	7	428,080
Detroit, Mich.	7	91,023
St. Louis, Mo.	8	305,245
Brooklyn, N. Y.	3	57,650
Buffalo, N. Y.	5	117,690
New York, N. Y.	22	746,685
Cincinnati, O.	7	105,050
Cleveland, O	5	84,150
Philadelphia, Pa.	14	520,160
Pittsburg, Pa.	6	140,800
Milwaukee, Wis.	7	45,100

Only 73 of the 365 Sunday papers are issued as weeklies, the remaining 292 are editions of daily newspapers. The list includes two Sunday papers in Canada, one in Victoria, B. C., and the *Sunday World* of Toronto.

CIRCUS ADVERTISING.

It is said that a syndicate has been organized in the West for the purpose of controling the circus advertising of the country. The idea is to handle all the advertising that is placed with the larger circuses. It seems that in the West circus advertising is on the increase. Local advertisers are induced to buy space on the backs of elephants, camels, and any old thing that patrols the streets in the parade or the "sawdust arena" during the performances. Advertising banners on an elephant, for instance, can be had for $10, that sum also entitling the advertiser to another banner on the inside of the main tent, a space in the programme and a "verbal" ad from the mouth of the clown or ringmaster. Well-known firms like Adams' Pepsin Tutti Frutti Co., The Sterling Remedy Co., Deering & Co., the Slater Shoe Co., of Montreal, and many others are said by the originator of the syndicate to have made a lot of money out of this kind of advertising. The Deering people also employ the aeronaut to scatter their catalogues from the balloon.

EARLY MAINE JOURNALISM.

Late in the eighteenth century, when stalwart men wore tight-fitting knee breeches and women concealed their pretty faces beneath monstrous calashes, or overgrown sunbonnets; and while Maine was still part of the great Bay State, Peter Edes, a young Boston printer, set up his crude printing press on the bank of the Kennebec, gave journalism its birth in Maine, and nurtured it for several years in its healthy infancy.

'Twas in Hallowell, then a settlement of but few houses, that Edes began his career as publisher and editor. His father, Benjamin Edes, was a printer too. He had seen lively times in his Boston office during "tea party" times, being at one time attacked in his little office by some British soldiers. Peter kept busy "sticking type" with his father until he was 39 years old. Then, in 1795, he bought a Ramage press and a few fonts of type, and started out to spread newspaper tidings over the pine-clad hills and dales of present Maine.

Peter Edes' Hallowell paper was called the *Kennebec Intelligencer*. Later the name became the *Kennebec Gazette*. Soon after the *Herald of Liberty* seemed to please Edes' fancy best, and he kept that name until he moved to Bangor.

The population of the Penobscot valley had been steadily increasing since the first of the century. Peter Edes heard of it, and he believed he could make the newspaper business pay better there than in Hallowell. So he decided to move to Bangor, and made the journey late in the summer of 1815. His press and types weighed four tons, and after his six-ox team lumbered out of Hallowell, three long weeks passed by before Bangor and the blue Penobscot came in sight of the voyaging publisher.

"Setting up office" in Bangor was a very simple matter for the pioneer printer, and in a few days—on the 25th of November, 1815, to be exact—the first number of the Bangor weekly *Register* was issued. It was of four pages, considerably smaller than those of the modern newspaper, but bore undeniable evidence of enterprise and newspaper "hustle."

The "conditions" of the *Register* (the terms of present-day papers) stated that:

"The price of the *Register* is two dollars per annum (exclusive of postage), one-half to be paid at entrance, after which payments to be made half-yearly.

"It will be issued every week on Saturday morning and conveyed to subscribers with all possible dispatch.

"Advertisements (accompanied with the pay) inserted in a conspicuous manner, on moderate terms."

Queerly-worded terms those seem now, but Publisher Edes' readers probably found them easy enough to understand.

Publisher Edes had some pretty stiff rates for advertising, considering his limited circulation. His rates were:

"For an advertisement which makes one square, or space of equal length and breadth, one dollar. If several squares be occupied, a suitable deduction will be made. For the smallest advertisements, 75 cents."

Above are two advertisements from the first *Register*. It would seem from these that some later-day Maine merchants came honestly enough by their desire to put whole storesful of items into a single ad.

The second number of the *Register* had a lengthy article headed "Republic of Maine, or Maine a New State," and argued exhaustively for the separation of Maine from Massachusetts.

In the same number, Stephen Kimball, a trader, advertises that he "has for sale Brandy, Rum, Gin, Wine, Molasses," and several other wet goods, "a full line of dry goods, stationery, 3 sizes of window glass, tinware, etc. Cash, furs, produce and lumber wanted." Judging from Kimball's ad, adwriting in Maine was then in its infancy.

Other notices from the same number of the *Register* were:

HENSHAW & JARVIS—540 Crates and Hogsheads of Crockery and Glass ware, among which are one hundred and forty assorted particularly for the country trade, and 100 Hhds Glass ware, comprifing every article in earthern and glafs ware line. Alfo an extenfive affortment of Englifh Piece Goods. Country produce taken in exchange for goods.

PUBLIC AUCTION—The subscribers hereby give notice that they shall sell at Public Auction, at their store in Bangor, on Friday, the first day of December next, All Their Stock in Trade, consisting of a general assortment of English Goods, Cotton, Tobacco, Rice, Hats, Shoes, Combs, Dye Woods, Dry Fish, Salt (and a lot more of the same sort). Signed, HATCH & TRAFTON.

NOTICE.—Any person seen with an ax without permission on Lots No. 8 and 9, belonging to Isaac Davenport, Esq., will incur the penalty of the law.
JOSEPH WHIPPLE.

STRAY MARE.—Strayed from the stable of Benjamin Garland in Bangor, in June last, a bay Mare, with black mane and tail, about eight years old, of a small size, trots square and with speed. Whoever may have found said Mare and will give information thereof to the subscriber, shall be liberally rewarded. LUTHER H. HILLS.

J. Haskins filled nearly a column and a half with merely the names of his stock in trade. The latter part of his ad said:

J. HASKINS does not pledge himself for terms, but invites those who wish to purchase Goods, to call at his store and see for themselves; and flatters himself he shall be able to give satisfaction. For lumber and country produce a generous price will be given and some cash.

There's an atmosphere of honesty about J. & D. Emery's advertisement that is far too often lacking in ads of our time. The Emery store was in Hampden, four miles from Bangor. They said:

J. & D. EMERY do not pledge themselves to sell their goods as cheap as can be purchased in Boston, but do agree to sell them as cheap (Teas only excepted) as can be purchased in Bangor.

Collecting old bills—some people call it dunning—was a bother to early Maine merchants just as it is to present-day ones. Many a plan has been tried to stir up belated debtors, but few have been more original than that of Joseph Kendrick. Joseph's ad in the *Register* said:

JOSEPH KENDRICK informs some of his old customers that he has on hand an assortment of FANCY GOODS, such as are generally made use of in the market, consisting of Notes and Accounts, which he offers on as good terms as can be purchased in this town, if applied for soon: and as they have laid on hand a long time, if there is not an immediate call for them, he is determined to employ a sheriff to carry them from house to house and peddle them out. In that case he can not insure them to come so reasonable.

A couple of *Register* farm ads follow:

FARM TO BE LET OR SOLD.—I wish to let the farm in Bangor, on which I live, to a good farmer having a suitable family to carry on fuch farm. I will let it on fhares or for a fum agreed upon. Should more labor be required to carry it ou than the man who wifh to take it can furnifh, I will fupply it. The farm is well ftocked with fheep, oxen, cows and manure. I have alfo a ftock of Plafter of Paris, which I have tried with great profit on it. Any man who may feel inclined to take it, will do well to apply foon. I alfo wifh to fell this farm, or a part of it.
SAM E. DUTTON.

TO CLEARERS OF LAND.—The fubfcriber wifhing to have fifty acres of land cleared (fit for the harrow) by the 15th of November next, will contract with any perfon who may wifh to clear the whole or a part of the farm, for which cafh will be paid as foon as the contract is fulfilled, or proviftons will be paid in advance. JOHN BENNOCH.

One of the most peculiarly-worded advertisements the *Register* contained during its first year is given below. To a reader today, it stands out prominently, a curiosity among curiosities:

'TIS strange! 'Tis passing strange!
"Well faid, but rather prematurely, however, when the numerous individuals in this town who, for want of room, are under the neceffity of taking their repofe in a perpendicular attitude, or at heads and points, or at beft, with one foot out of the window, are informed that a House is to be Sold for part song, and part cedar shingles, and at a reduced price. It would be ftrange, indeed, if fome of the multitude did not make themfelves cripples in their exertions to be firft on the premifes. Now, gentlemen, having due respect for your heel taps, I will give you a word of caution. At a rate of four miles an hour is quick enough for any gentleman to walk; firft unbutton your veits; then left foot firft, two by two, in couples, one after the other, march, march! The Houfe for fale is now occupied by Mr. Janus Budge, Junr, and is fituated on the county road leading from Bangor to Corinth." Then followed a brief description of the house in question.

Editor Edes' subscribers were evidently like the average country subscribers—a little slow in paying up. Indeed, what else would have prompted the hard-working editor to announce that:

"A few bufhels of Good Potatoes will be received in payment for the *Regifter* from thofe who have nothing elfe to pay with, if brought immediately."

Good potatoes and a few cords of four-foot wood will "keep" a country editor a remarkably long time. Probably Eades found that out, as many of his co-workers have in more recent years.

The first volume of the Bangor *Weekly Register* does not make a large book. But it was undoubtedly a great pleasure to the publisher-editor to look back upon the fruits of his first year's labor. From a literary standpoint, the *Register* was evidently a success. There is no way of learning how the financial side appeared, but with only nine advertisements in its fifty-second issue, it is very doubtful if Bangor's first newspaper brought marvelous riches to its owner and publisher.

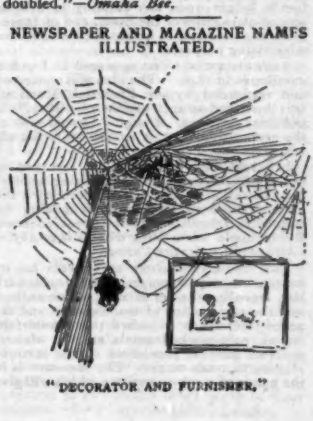
For two years Peter Edes conducted the *Register* and sent his papers out regularly "with all possible dispatch." Then, after an interim of some months, James Burton, Jr., renewed the publication of the *Register*. Eventually the paper passed into other hands and was published under various names, the last being the *Whig and Courier*, which is now published daily in Bangor, and whose chief owner is Congressman Charles A. Boutelle.

Edes' old printing press and his editorial chair are now in the rooms of the Bangor Public Library, remaining, after all these years, as valued mementoes of Bangor's earliest journalism and Maine's first newspaper. FRED H. CLIFFORD.

ADVERTISING THE OMAHA EXHIBITION.

The press bureau sent out during the year 60,000 news letters to newspapers and other publications, and the returns received indicate that a large proportion appeared. Comparison with other expositions shows that the amount of free advertising thus obtained is far in excess of that given other enterprises of this nature. The number of words of printed matter relating to the exposition which have appeared in the newspapers, magazines and periodicals of the United States during the past year have been 4,861,375. This is equal to 3,740 columns. By this means the news of the exposition has been carried to the remotest corners of the United States. Similar results have been attained in several foreign countries, Germany, especially, having been extremely liberal in this respect, due to the efforts of the German bureau of the department. The most important newspapers and periodicals of the German-speaking countries have printed scores of columns of matter relating to the exposition and the same is true to a lesser extent of the papers of France and other European countries. In addition to this newspaper advertising the press bureau has scattered broadcast over the entire country pamphlets and pictures showing the main exposition buildings. About 900,000 pieces have been distributed. Comparison with other expositions shows that the amount of advertising secured, in proportion to the expense incurred, has not been equaled in any former exposition. In this connection a remark made by a prominent official of the Nashville exposition early in the summer, when that affair was in full blast, speaks volumes. He said: "If our exposition had been as thoroughly advertised when we opened as the Trans-Mississippi Exposition is now, our attendance would have been doubled."—*Omaha Bee.*

NEWSPAPER AND MAGAZINE NAMES ILLUSTRATED.



"DECORATOR AND FURNISHER."

NOTES.

THE Chicago *Record* calls the *Ladies' Home Journal* "that Klondike of periodicals."

A MASSACHUSETTS legislator has introduced a bill against misrepresentations in advertising.

The Bookseller, Newsdealer and Stationer (N Y.) for Feb. 21st contains a complete list of the books issued in 1897.

THERE is a large sign at the door of a restaurant in Paris which reads: "Here fifteen oysters are given to the dozen all through the season."

A SIGN in a Western hotel reads: "Boarders taken by the day, week or month. Those not paying their bills promptly will be taken by the neck."

IT is estimated, says a writer in the *North American Journal of Homeopathy*, that $30,000,000 are annualy spent by the public in purchasing patent medicines.

Ad Topics is the name of a new 25 cents a year publication devoted to advertising, issued by the Ad Topics Co., of Russellville, Alabama, wherever that may be.

A BILL has been introduced into the New Jersey Legislature prohibiting the use of the American flag for advertising purposes. The penalty is two hundred and fifty dollars or one year's imprisonment, or both.

Mr. R. R. SHUMAN, late advertising manager of the Deering Harvester Co. of Chicago, has become advertising manager of Carson, Pirie, Scott & Co. in place of Mr. Ralph Tilton, now advertising manager of the *Ladies' Home Journal*.

SOME of the work done by the Chicago Colortype Co. in reproducing in actual and vivid color the neckwear for sale by wholesalers is excellent. Those who are interested should secure a copy of the *Chicago Apparel Gazette* and see for themselves.

THE Gorham Company of New York issue as an advertisement two finely printed and illustrated books called "Something About Leather," which illustrate the present trend of advertisers to turn out work that will be kept for its literary and artistic interest.

C. S. ADLER has introduced into the New York Legislature a bill prohibiting the erection of advertising billboards more than six feet in height upon any building in first or second-class cities of the State, and of fences more than ten feet in height, to be used for advertising purposes.

ADVERTISEMENTS first appeared in London omnibuses in 1846. The idea was conceived and registered by one Frederick Marriott. It is described as an "article of utility"—a publicity omnibus. Douglas Jerrold said of the proposition that it would "turn the advertising vans inside out."

IT is said Geo. P. Rowell has returned to the management of his advertising agency. Mr. Rowell is quite generally accorded the more or less desirable faculty of making the staunchest friends and the bitterest enemies. But he made advertising what it is to-day.—*Chicago (Ill.) Caxton Caveat.*

THE House Committee on Patents has up for consideration a comprehensive trade-mark law, repealing the act of 1881, which authorized the registration of trade-marks, and the act of 1876, which punished the counterfeiting of trade-marked goods, etc. It also repeals all general provisions of the statutes relating to trade-marks. The measure is in the hands of a sub-committee which will give hearings to the Patent Office officials and others.—*Dry Goods Economist.*

HORACE GREELEY believed that every publisher of a newspaper should be required by law to publish an exact statement of the circulation of his paper as a simple act of justice to his advertisers, and as being in the nature of the law against fraudulent weights and measures.—*Views and Interviews on Journalism.*

JOHN M. WHITMAN did a graceful thing in connection with the celebration by the Cleveland *Press* of its having reached a circulation of over 100,000. He telegraphed to the mayor congratulating the city of Cleveland on having a paper with such a circulation. It was a gracious, clever way to put it. —*The Fourth Estate.*

HAPPENING to be at a "geography party" the other evening, I had an opportunity to note the popularity of a well advertised catchphrase. The minister of the church in which the party was held came in with towel and sponge and soap, representing "bath." He probably did not meet sixty people out of the one hundred present who did not smile and ask: "Have you used Pears' soap?" That happened to be the brand he carried in his hand. Such is the power of advertising. —*Fame.*

THERE is always something new in theatrical advertising, but the newest scheme which has emanated from the imagination of the advertising man of a Broadway theater is to have a man made up as a negro, wearing most impossible clothes and a silk hat of the vintage of '72, stand on a box outside of the theater and make all kinds of grimaces at the passing throng, while at the same time he exhibits large placards on which is given a list of the attractions that are taking place at the same time inside.—*Fame.*

THE recent trial for libel brought against the Minneapolis *Times* for publication of charges of fraud on the part of the Minneapolis Trust Company, as receiver of the Guaranty Loan Company, resulted in a verdict of acquittal. The verdict in this case has been very generally indorsed by the newspaper press and the public of the Northwest, and is a gratifying evidence of the high appreciation of the course of the *Times* in its constant fight against grasping monopolies and wrong-doing in official places.

THE annual meeting of the American Newspaper Publishers' Association is to be held at the Hotel Waldorf-Astoria on the 26th, 27th and 28th instant, and we are glad to note that one of the matters to be brought up for consideration is the mercenary and monstrous advertising jobbery carried on in the State department, through the government printing office, and under the franking privilege, by a so-called "Bureau of American Republics," at the head of which is one Joseph P. Smith, "Director."—*Rochester (N. Y.) Union and Advertiser.*

THERE is a story of a cowboy jury, who, finding that the evidence did not prove the prisoner guilty in the particular case before them, recommended that he be hanged on account of his previous record and well known bad character. The excuse recently given in court by the publisher of the *National Advertiser*, Mr. Elker, for punching Mr. Birmingham, editor of the *Fourth Estate*, may have not had a sufficient foundation, but it is still a question in some minds whether the punching may not have been advisable and useful, especially as it involved no risk.

THE Erie railroad put copies of the New York *Journal* in Buffalo just eight hours and twelve minutes after leaving Jersey City, a record only surpassed by the Empire State Express on the New York Central. In order to supply newsdealers along the line of the Erie railroad the *Journal* chartered a special train of two cars and on Sunday, Feb. 6, started the new delivery. The result is a big beat for both the *Journal* and Erie road. It is expected that even better time will be made hereafter.—*Newspaper Maker.*

A GRAND STREET painter has a sign in his window reading:

OUR PAINT
WON'T LAST FOREVER,
IT WEARS OFF,
BUT IT TAKES 20 YEARS TO DO IT!

THE Ingersoll Watch Co. have a wonderful display in the window of their new Broadway store. The words, "American Dollar Watches," are worked in silken drapery in the back of the window, and the letters, which are big and bold, are outlined by hundreds of the watches. The front of the window being festooned with electric lights, the effect of the background is startling.

SOME novel advertising was done in the entrance to the Manhattan Theater, Sixth avenue and Thirty-third street. The "Ballet Girl" was running there, and on one side of the main entrance stood a rough log of hickory wood, in the top of which were several gashes made with an ax. A placard written in bold black and red letters told this story:

"He didn't split the wood;
He split his sides
Laughing at the funny things in the 'Ballet Girl.'"

Just opposite the hickory log, tied to a hook in the wall, was an old, battered bicycle wheel. The card on this side read:

"If with wheels you are afflicted,
To melancholy thoughts addicted,
Release yourself from worry's swirl,
Go to see the 'Ballet Girl.'"

A big chunk of hickory wood and an old bicycle wheel looked very much out of place in the elaborate entrance of the Manhattan Theater, and attracted large crowds.

MISSING LETTER CONTESTS.

The Ad Writer, of St. Louis, apparently does not admire missing letter contests, for it publishes the following tart article about their supposed originator:

Who was the father of the missing letter monstrosity? Some say Skinner. Who is Skinner? The best adwriter in the world, if we except really honest ads. He understands human nature as it exists in the country lanes and slabtown villages better than any living American who is still at large. He has a power of description that is not a bit short of the marvelous. He can sit in a stuffed chair on the twelfth floor of the American Tract Society building in New York and analyze the mind of a boy in brown overalls digging potatoes in a three-cornered patch four and one-half miles southeast of Sweet Springs, Mo. And then and there can this great Skinner describe a gentleman's tin watch in such glowing terms and with such a wealth of delighting detail, that the boy in brown overalls will feel that life without that particular timepiece (?) must ever be a dreary, unmeasured waste.

Good advertising—even the best—may fail if you have not good goods or good values to back it up with.

IN DENVER.

To Whom It May Concern:

At the request of the management of the Denver *Times* we have carefully gone over the books of accounts and circulation records of the Denver *Times* and we find that from the 1st day of July, 1897, to the 31st day of December, A. D. 1897, inclusive, there has been issued and circulated by the Denver *Times*, in their regular circulation to subscribers, newsdealers and newsboys, a total of 5,137,116 copies, or an average circulation during the six months in question of 32,513 daily.

In addition to the examination of the books, records and accounts kept by the Denver *Times* management, we have investigated and ascertained that the said Denver *Times* has paid for roll print during the said six months the sum of $32,031.74. That they purchased and used 676,938 pounds after deducting the amount used for the weekly. That this quantity of white paper or roll print, as shown by the receipts and bills of the respective paper companies, corroborated and agreed with the books and records of the *Times* business office, and we believe that the newspapers were distributed and circulated substantially as claimed by the *Times* during the last six months of 1897. This amount is claimed and shown to be 32,513 daily.

(Signed) J. M. GRADY,
J. JAY JOSLIN,
HENRY BROADHURST,
A. T. LEWIS & SON.

TO ADVERTISE THE BIBLE.

CHICAGO, Jan. 30.—A movement is on foot to advertise the Bible just as patent medicines and oatmeal are advertised. Money has been raised by some earnest church workers of this city for the purpose of plastering rocks, dead walls, billboards and the interiors of street cars with Bible verses and quotations from the good book. A. E. Standen has been chosen boss advertiser of this new departure. He has been a traveling salesman employed by a firm dealing in dry goods in this city, but became imbued with religious fervor to such an extent that he gave up his position in order to devote himself to church work. It was at his suggestion that money was raised for the purpose of propagating knowledge of the Bible by means of patent ad methods. He is employed now at a regular salary to see that the work is done thoroughly, and already about $30,000 has been raised toward making a good showing on the billboards. The church folks who have this project in hand style their organization "The Universal Text Display Association." Its headquarters will be in this city, and it is proposed to extend branches all over the United States. The president of the association is the Rev. Joseph P. MacCarthy, whose home is in Muskegon, Mich. Lithographs will be used as well as the big paint brush, and some very handsome and elaborate work of the regular theatrical lithographic poster order will be the result.—*N. Y. Telegraph.*

WHAT ADVERTISING IS.

Real good advertising is just real good hard sense, honestly expressed, and it's within any man's power to become an advertiser who reaps results. It only means getting down to the real earnestness of the matter, eliminating all unnecessary forms and restrictions, and studying it and planning it just exactly with the same measure of good judgment as you do the other parts of your business.—*West Superior (Wis.) Leader.*

THE BIG WEEKLY.

Advertising Department
W. D. Boyce Co.
Chicago, February 11, 1898.

Editor of Printers' Ink:

I have read from time to time your attacks on the weekly paper. I do not believe general advertising is of much account in a local weekly unless it appears among home news. The big daily and the big weekly, however, do not conflict. Few persons will buy a weekly newspaper for five cents if they can get a daily. Let me present a few facts that are matters of record.

There are about 17,000 weeklies in the United States and 2,256 dailies, including foreign language papers. Of the 2,256 daily newspapers, there are 393 that have a circulation of over 5,000 copies each. The 393 dailies have a circulation (if the claims of publishers be true) of 9,260,770 copies per day. The remaining 1863 dailies, with less than 5,000 circulation each, have a total circulation of 3,612,068 copies daily. The total circulation of all the daily newspapers, including the foreign languages, is 12,872,838 copies daily.

The population of the United States is 70,000,000 or thereabouts. There are 70,000 post-offices in the United States. There are 349 cities having a population of 10,000 or over. The total number of inhabitants in the cities above mentioned was 17,389,674 in 1890. The total population in 1890 was 62,622,250, so that only 27¾ per cent of the population live in the big cities. It must be admitted that dailies for the most part circulate in the large cities, and that the bulk of the 12,000,000 copies printed each day goes to the 17,000,000 in the large cities.

In the closely settled communities such as Massachusetts and parts of New York, the daily newspapers have a large circulation in country towns within a radius of 150 or 200 miles. On the other hand, there are many places in the West in sparsely settled communities where a daily paper seldom, if ever, reaches. Boyce's big weeklies are weekly newspapers, and they contain a resume of the news of the week, and I am free to admit that few persons will buy such papers if they can get a daily readily. But I claim that the 12,000,000 papers printed each day do not and can not cover the whole country, and that there is at least *fifty per cent of the population who never see a daily newspaper.*

The State of Iowa has a population of over 2,000,000. It has but five towns that have a population of 10,000 or over. The aggregate population of these five towns is less than 150,000. Iowa is an agricultural State, and the figures just shown indicate that nearly the whole population are country townspeople and farmers. Probably not over 25 *per cent of the population of this great State can be reached by a daily newspaper.* The remaining 75 per cent is worthy of consideration of any advertiser, and if the general advertiser follows your advice that "there is not a weekly paper in existence that a judicious advertiser can afford to use," he will find that he is missing a golden opportunity. There are thousands of towns in the Central, Southern and Western States where very few dailies are read. The people in these towns buy medicines, clothing, food, cooking utensils, etc. Their trade is worth looking after, and you can not reach them with the daily.

Your statement that a weekly is not more thoroughly read than a daily, is not a fact in the instance of our big weeklies. Whenever there is a blizzard or disagreeable weather that keeps people indoors, the immediate effects are felt by our advertisers who conduct a mail-order business, and are in a position to trace replies. We find in many cases replies from advertisements that have appeared in our papers that were printed from three to six months before.

From our own experience and from the experience of any advertiser who can trace results, we know that a big weekly continues to pull much longer than a daily. Our weeklies are not sent on annual subscription, but are sold on the streets by newsboys the same as the dailies. The reader buys the paper for the paper and because he wants the paper. Such a paper is of more value to the advertiser than a weekly sold on the annual subscription plan which comes to him from week to week whether he is dead or alive. Every copy of our weeklies goes into a live person's house.

Your statement "there is not a weekly paper in existence to-day that a judicious advertiser can afford to use" is untrue, as is evident by actual experience, and in the case of Boyce's Weeklies, we carry four times as much advertising as any other weeklies in the United States. Two-thirds of all the advertising we carry is mail-order advertising with key addresses. These advertisers get results or they would not stay, for we allow any advertiser to cancel his advertisement at any time, at *pro rata* rate. Yours truly,

Wm. C. Hunter,
Ad Manager Boyce's Big Weeklies.

IT DESERVED A PLACE ON THE LIST.

Philadelphia, Feb. 12, 1898.

Editor of Printers' Ink:

On page 21, February 9th issue of Printers' Ink, you quote a list of "the best religious weeklies." We note your remark that "there are other good religious papers," but we write to suggest that in your list, to cover the Lutheran denomination by a *German* Lutheran paper, you are not doing advertisers justice who would seek by following your list of weeklies to reach the best Lutheran homes.

Your list should have added to it *The Lutheran Observer*, which, issued for seventy-one years, is the oldest, and exceeds in circulation all the other English Lutheran papers published in this country. It is the leading Lutheran organ. Its readers are largely substantial, old-time people. The circulation is chiefly in Pennsylvania, New York, New Jersey, Maryland and Ohio.

If you should have in mind in any future issues of Printers' Ink to republish this list, will you not see to it that *The Lutheran Observer* is included, and thus oblige advertisers who look to you for reliable information and guidance? Yours very truly,

The Religious Press Association,
W. R. Roberts.

HIS OWN ADVERTISING MEDIUM.

Considerable attention was attracted on lower Broadway this morning by a young and seemingly vigorous man who had a big piece of brown paper tied across his chest on which was rudely painted the announcement: "Wanted—Employment of any kind by an honest American."—*N. Y. Evening Sun.*

THEIR THEORY AND PRACTICE.

The theory as well as the practice of the most prominent and successful advertisers is to use a select number of mediums, and to use those mediums continuously.—*Fame.*

BATES CRITICISED.

919 Pioneer Press Building.
ST. PAUL, Minn., Feb. 8, 1898.

Editor of PRINTERS' INK:

I have a great admiration for Mr. Charles Austin Bates. But I can not always agree with him; though it is doubtful if this announcement will cause him any loss of sleep.

In a recent mention (PRINTERS' INK, Feb. 2) of some magazine advertisements, he borders, to my mind, on the hypercritical. Mr. Bates says that the steer's head, in the ad of the Liebig Company, "From Pasture to Kitchen," conveys an unpleasant suggestion of slaughter houses and stock yards.

I thought that ad well-nigh perfect.

As I understood it, the company desired to emphasize the fact that their extract was the pure, unadulterated article, every operation during its manufacture being under their direct supervision. This point was admirably brought out, and by the use of only six lines of reading matter, and two capitally drawn and effective sketches. The rich, breezy, open pasture, and the healthy, clean-looking head of the steer hold a suggestion to me the very opposite to that of stock yards. They convey the idea of free, pure air, rich blood, exuberant healthfulness.

I fancy Mr. Bates and I are at one in regard to the young lady who is shown as preparing the extract for the table. She is one of the most charming of all the magazine girls.

Continuing, Mr. Bates recommends the Johann Hoff Malt people to study the work of Alfred E. Rose, who designs the Scott's Emulsion advertising. The main idea of the Hoff design referred to by Mr. Bates is that of a strong, virile man. All women are attracted by masculine strength. It is the law of their sex. They can not help themselves. The ad is by no means first class. The illustration is crudely drawn, but I think the idea is fairly well brought out, which is that the use of the extract promotes physical strength.

On the other hand, one of Mr. Rose's designs is that of Neptune, holding up at arm's length a dripping, gasping codfish. The drawing is superb, and the plate is excellent, but I know of nothing more repulsive to dainty femininity than an ugly, slimy codfish. Yours very truly,

WILL LIVINGSTON AGNEW.

PIANO ADVERTISING.

NEW YORK, Feb. 13, 1898.

Editor of PRINTERS' INK:

May I make a criticism on the advertisements for pianos suggested by Mr. John S. Grey in February 9, issue? It seems to me his head-lines might apply with equal force to card tables, fireworks, encyclopedias, or rocking chairs. The reading matter of these advertisements is very bright, but the head-lines appear weak to me.

There is one point that might be made in piano advertising, which as far as I know has not been made. A good piano makes it easy to learn how to play; a hard touch is difficult to overcome, harsh sounds set the teeth on edge and result in complaints from the neighbors; fine resonance makes the study of tone-color simple, etc. It is the idea of using the piano that I wish to emphasize—not the appearance of the case or the low price—although they are to be considered.

Women do most of the practicing, and certainly select the pianos; should not the advertising be directed especially to them, and appeal to them on points with which they are familiar? Very truly yours,

ELLA LEVIN.

GREY WAS ALL WRONG. GIBSON IS ALL RIGHT.

NEW YORK, Feb. 15, 1898.

Editor of PRINTERS' INK:

In the February 9th issue of the Little Schoolmaster is an article entitled "Lost in a Crowd," by Mr. John S. Grey. In this article the argument is made that the great quantity of advertising in the leading magazines detracts from the pulling power of each ad.

I don't know who Mr. Grey is, but it is evident that he is lamentably astray. If Mr. Grey's theory is right, it means that the *Century Magazine*, the *Ladies' Home Journal* and the New York *Herald* would be better advertising mediums than they are, if they were each to publish only one advertisement in each issue. Instead of being better they would be almost useless, as any practical advertising man knows.

If Mr. Grey were to advertise for a domestic servant, he would probably use the *Herald*, or the *World*, or the *Journal*, because these are the publications into which domestic servants in want of situations would be most likely to look for the advertisements of those who want domestic servants. Mr. Grey would not worry himself in the least over the fact that the paper to contain his advertisement would probably have several hundred other advertisements of other people who also want domestic servants. Why should he? What he evidently regards as a weakness is really strength.

If Mr. Grey were to start a big department store, I am pretty sure he would not place it in 42d street. But why not, if his theory is correct? If I were to start such a store I would want it right in the midst of other stores of the same kind. And so would ninety-nine out of every hundred business men. In the same way an advertisement will be more effective if placed among other advertisements of the same or similar lines of goods, rather than in an isolated position.

Yours truly, F. JAMES GIBSON,
Ad Manager A. A. Vantine & Co.

PRINTING INK IN COLONIAL DAYS.

CHICAGO, Feb. 8, 1898.

Editor of PRINTERS' INK:

Rogers & Fowle, of Boston, a firm of printers who engaged in business from 1742 to 1750, had the distinction of being the only printers in the colonies who could at that remote period manufacture good printing ink. At the meridian of the seventeenth century, and up to the beginning of the Revolution, the printing ink used in the Colonies was almost without exception imported from Europe. Thomas, in his "History of Printing in America," said that the poor printing that marked the literature cotemporaneous with the Revolution was due in great measure to the wretched printing ink employed. Ink had not been made in appreciable quantities up to the time of the Revolution. The importation of the article failing at the beginning of hostilities created a scarcity. Printers had no supply of the necessity on hand sufficiently large to tide them over a barren interim. Consequently it became imperative to manufacture printing ink at home, and while ink-making became quite general, yet it was often poorly compounded and of execrable quality.

For a time the printer made his own ink, but later the manufacture of printing ink was recognized as a specialty and delegated to a separate business.

C. E. SEVERN.

MANY ads are fearfully and wonderfully made.

A NEW ADVERTISING MEDIUM SUGGESTED.

NEW YORK, Feb. 12, 1898.

Editor of PRINTERS' INK:

While crossing Broadway yesterday I noticed a very stylishly dressed young lady a few feet ahead of me. She daintily raised her skirts behind as she endeavored to pick her way through the mud pools, and, though her shoes were high, the action exposed several inches of neat black hose. Manlike I was about to blush becomingly and look in another direction, when, to my amazement, I saw in white letters on the lady's stocking:

GEND'S
FAST
BLACK.

A horrible suspicion dawned upon me immediately! Was it really intended as an ad? Had the display fiend, in his hunt for "valuable spaces," seized upon this medium? If so, what sights might we not see on future muddy days! Fancy walking in the puddle behind a lady whose silken hose bore a hint where to lunch for 25 cents, or an invitation to "See the great vaudeville show."

Of course such a medium would find ready employment for plenty of girls; they would be certain of work as long as they had a leg to stand on, and many of them would be able to "get there with both feet." There can not be any doubt as to its being an attractive form of advertising from the male point of view, but the trouble is that when the scheme got to be in common use its novelty would cease. RICHARD WALLACE.

IN PHILADELPHIA.

PHILADELPHIA, Feb. 8, 1898.

Editor of PRINTERS' INK:

Since the decision of the Welsbach-Star Globe and Chimney litigation in favor of the latter, there is no end of dealers in the mantel lamp—one selling at sixty-five cents is very effectively displayed in the window by being kept burning alongside an ordinary gas jet; both lights are incased in small velvet-lined boxes, and a sign over them reads: "Which is the best light—the old or the new?" A coal-black team with pure white harness is hitched to a bright yellow carriage on which is advertised on all available space: "The W. & B. rubber horse shoe," of which Nicholson & Renwick are announced as local agents. The Royal Furniture Co. exhibit a bedroom-suite and say that it will be given to the couple who consent to be married in their window on a given date. "Show cards whose silent eloquence will increase your business," is a show-card writer's sign. That street car advertising in Philadelphia is at an ebb was evinced in a car the other day from the fact that one firm occupied seventeen out of a total of twenty spaces. A soap artist is at work modeling heads, etc., on a board at a window display of olive oil soap in the window of Partridge & Richardson. An advertising solicitor in an argument the other day with Frank Siddall told him that there was only one thing the matter with soap manufacturers, "their goods had to take water."

F. A. PARTENHEIMER.

ONE ESTABLISHED FACT.

If there is one fact about advertising that is well established, it is that its effect is cumulative.

IN CAMDEN.

CAMDEN, N. J., Feb. 9, 1898.

Editor of PRINTERS' INK:

When the resident portion of Camden arose this morning it was surprised to see a large card containing an attractive ad hanging upon the door-knobs and bell-handles. The card had a circular hole in the top which easily fitted over the knobs, and its odd feature compelled recognition. It had a singular effect upon a long row of houses and caused much comment. The scheme was worked during the early morning hours by men with a wagon. It certainly was an improvement over the threadbare circular method, where they are usually carelessly thrown about. Respectfully yours,

SUBSCRIBER.

IN EAU CLAIRE.

EAU CLAIRE, Wis., Feb. 7, 1898.

Editor of PRINTERS' INK:

Kepler & Co., dry goods merchants, had a miniature reproduction of their store in one of their windows recently, done almost wholly with handkerchiefs. A milliner on one of the busiest streets in the city has the sidewalk at the front of his store handsomely decorated, by having arches built, and having them tastefully decorated with evergreens. A window sign in a jewelry store reads, "If you don't see it in our window, come inside. We have it." Another sign reads, "The birthplace of low prices." C. D.

FLYING BILLBOARDS.

Large capital is reported to be behind the National Advertising Company, which has been formed to push a new method of advertising by using posters on box cars in freight trains, which will go through the country with flaming advertisements proclaiming the virtues of patent medicines and other things. A contract has already been closed by the company with one of the most important railroads in the West. The Rockefellers are said to be interested in the scheme. The proposition, however, is not regarded with favor by some railroad representatives who were seen by a representative of this paper. The railroad which has accepted the new scheme for increasing its revenue and at the same time educating the folk along its right of way is the Atchison, Topeka & Santa Fe, whose freight cars will blazon forth the tidings of each new wonder wrought by a certain soap, so that, as the train runs, the citizens of Kansas, Colorado and New Mexico may read. The Santa Fe line has entered into a conditional contract, whereby on its 8,000 box cars will be displayed banners and big cards announcing the potency of pills, sausages, pickles, cigarettes and oatmeal.

Regarding the scheme, a representative of the Pennsylvania road said: "This road will never carry advertisements of patent medicines, baking powders and infants' food on its box cars. A box car isn't a thing of beauty under ordinary conditions, and I don't think as a moving billboard it would look any better. We'll try to make our cars continue profitable in the way for which they were designed."—*Commercial America.*

SUGGESTIONS.

Never despise a suggestion. The most ignorant person in the world may have an idea that will benefit you in your business, if you will keep your ears open and listen. Absorb all the ideas you can get—some day they may be useful.

THOSE TROUBLED DENTISTS.

A very gentlemanly young man called, and stated at once that he wished to get the dentist's name for a new directory. The conversation proceeded thus:

Agent—This directory is to placed only in the first-class hotels, such as the Waldorf-Astoria, Savoy, Holland House and so on. In it we will give a list of the leading artists, physicians, lawyers, dentists, etc. Of course, we would like to have permission to put your name in the dental list.

Dentist—I have no objection.

Agent—Then you will please fill out this blank, stating your full name, address, office hours and consultation hours. Also, please mention any specialty, if you have one. The fee will be four dollars.

Dentist—Four dollars? What is that for?

Agent—For the directory. We send you a copy of the directory, which will not be on sale, but goes only to the subscribers. This is the only manner in which you can get the book, which is well worth the price, etc., etc.

This, is adroit, and, as has been said, some may be caught innocently. Especially when the agent next shows the list of subscribers. In this instance was found the names of prominent men, society members, society presidents even. A list of men that one would surely say were all ethical.

The dentist refused flatly to go in, stating, as his reason, that it is a sort of advertising. The agent stoutly denied this. Wishing to trap him, the dentist asked quickly:

"Suppose I don't want your directory. Will you put my name in for nothing?"

"No," was the reply. "The fee without the book is two dollars."

"Just so," answered the dentist. "Two dollars for the book, and two dollars to have the wealthy visitors to the city informed that I am one of the leading dentists; that my office hours are from nine to five; that my specialty is crown and bridge work, etc. Sounds like advertising to me."

The agent turned to the list of physicians and pointed out names of men even more prominent than the dentists, but the answer was: "Some of those men have been innocently caught in your trap, and the others are hypocrites."

It may seem that this is drawing the line rather sharply, but how else can it be drawn? The question turns on whether it is advertising to merely have one's name in a list of dentists, in a directory. Let us consider this analytically. These men have reputations and position. They would be *ruined* by inserting an advertisement in a daily paper—aye, or in a select weekly, or even in a church publication. They can not afford to *seem* to advertise at all. Their patrons are the higher, more intelligent class, who have money in plenty, and who would not dream of going to "an advertising dentist," synonymous in their minds with a quack. These people stop at the Waldorf-Astoria, the Savoy, the Holland House, at just those hotels where this directory is to be placed. And what do they learn from the directory? They *think* they learn the names of those persons who, by reputation in the community at large, are the leading men. They do not understand that these men paid four dollars each to have their names in the list. They do not know that though many of the leading men have been "persuaded" to permit their names to go in (at the rate of two dollars for the book, and two more with the permission), others who are far from being leaders, have been accepted on the same terms. The gentlemen who have gone into this directory scheme may cry out: "You are quibbling!" Would they permit the use of their names in that directory if at the top of the list appeared the words: "Dentists may have their names printed here at four dollars per annum."—*Items of Interest.*

JEWELRY ADVERTISING.

The legitimate jeweler in these days of department stores can not depend to any extent upon bargain advertising. That is a game at which the department store can give him cards and spades and beat him. The one-line firm can not afford to be continually offering baits at cost or less. The many-line firm can and does afford it.

Consequently, the legitimate jeweler is forced to rely for his advertising talks upon his integrity, the superior quality of his goods and his superiority as an experienced judge of costly gems. He must convince the purchasing public that cheap jewelry and bargain watches are worthless, unreliable and a poor economy. He must hammer—hammer—hammer on that point and upon the fact that he handles nothing but substantial jewelry of intrinsic value—no shoddy. He should stand back of everything he sells with a most emphatic guarantee and live up to it. When he has once convinced the substantial buyers in the community on these points, he can afford to ignore the bargain counter crowd.

The average jeweler does not make the most of the advertising possibilities of his business. He plumps his entire advertising appropriation at the holidays. Now, well-to-do people, the kind who go to a reliable jeweler rather than a bargain counter, are making appropriate gifts the whole year round. The shrewd jeweler will find it possible to advertise profitably every week in the year. He will keep an event book like a city editor's. He will be reminded that June is month of weddings, and advertise accordingly. During the winter social season he will bear in mind that there are such things as cotillion favors, theater and dinner party favors, progressive euchre prizes, stag supper mementoes, etc. During the first two weeks in February he will remind people of the old English custom of giving St. Valentine tokens and favors. He will not forget the other old country custom of giving Hallowe'en charms. A trade in pretty Easter favors can also be built up.

If the firm is one of manufacturing jewelers it will remind wealthy people that it can furnish these articles in special designs to suit. The firm's "event book" will enable the advertiser to be prepared for Grand Army and society unions, and make special offers of suitable insignia.

By developing plans and methods of this description the legitimate jeweler may soon arrive at a point where the bargain counters cease to be competitors worthy of notice.

A. B. CONGAR.

YOUR SHOW WINDOWS.

Don't underestimate the advertising value of your show windows. Their possibilities are far-reaching. An effective display will make an impression on the mind which will not be effaced in a long time. An instance of this kind recently came under our notice where an individual who had been impressed with a certain window went a long distance out of his way in order to make a purchase at that store. Devote your best talent to the show window, for it will prove a paying investment.—*News for Buyers.*

HOW HE MANAGED IT.

"I think I'll take a day off,"
Remarked the office lad.
And he straightway tore another leaf
From the boss' calendar pad.
—*N. Y. World.*

A WONDERFUL EXHIBITION.

PRINTERS' INK, the weekly publication issued by Geo. P. Rowell & Co., publishers of newspaper directories, devotes the whole of page 64 in its edition of December 29, to abuse of the Twin City dailies in general and the *Pioneer Press* in particular, all because the *Pioneer Press* courteously declined to advertise in that sheet. This is the most contemptible exhibition of gall we have ever seen in modern journalism, and we mention it just as we would a two-headed pig, a five-legged calf, or any other monstrosity. If PRINTERS' INK can afford to blackmail Minnesota, then Minnesota can afford to get along without PRINTERS' INK or any of the rest of Rowell & Co.'s publications. This being the first of the new year is a good time to pass such a resolution, and stick to it.—*Bede's Budget, Pine City (Minn.), Feb.* 3, 1898.

SPRING WINDOW DISPLAY.

A pretty spring window display can be formed as follows: Make an arched canopy extending nearly to the window's top. Within this, form an altar-like throne, and upon this place some neat sample or samples of your stock—a few books, if a book store; a shoe if in that line; a few attractive notions, or what you wish. For the interior of your canopy select some colored cheese-cloth, say yellow, and for its outside say green of the same material. For the throne, white and gold will be appropriate. Fill up the intervening space as tastefully as you can with flowers and vines, and place a white cushion on the throne, surmounting it with some dainty sample from stock. To the top of the arch attach a sign or card appropriate. Cover arch where you can with green boughs, interspersed with samples from stock.

PATRIOTISM AND PROFIT.

Messrs. Bryant & May, the British manufacturers of matches, a few years ago began to feel the effects of the competition of matches made in Norway and Sweden, which were underselling their own matches in the English market. Bryant & May thereupon appealed to British patriotism, urging the Englishman to buy only English matches. They presented this argument on placards and posters conspicuously placed in public places. For the third year in succession the firm has paid 17½ per cent dividends. But some of the brilliancy of the match-makers' asserted patriotism has been dimmed by the fact that their calendar for 1898 was printed in Bavaria.—*Commercial America.*

Classified Advertisements.

Advertisements under this head two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

25 CTS. a line for 50,000 proven. WOMAN'S WORK, Athens, Ga.

WANTED—Profitable trade or class paper. Send facts to "H. P.," care Printers' Ink.

PERFECT half-tone cuts, 1 col., $1; larger, 10c. per in. ARC ENGRAVING CO., Youngstown, Ohio.

I PAINT metal roofs. Work guaranteed for 10 years. HARVEY ENGLISH, Albany, Ga. English paint stops leaks; Yes it Do.

MAIL order men, write for four proposition; clean goods; large profits. 613 Consolidated Exchange Building, Chicago, Ill.

LOCATION wanted for Sunday paper, N. Y., N. J., Pa., Conn. Would take hustling partner. J. T. HOSFORD, Vandewater St., N. Y. City.

MONEY paid to editors for notes on H. B. Wilson & Co., Patent Attorneys. Send stamps for prices paid. JOHN L. RAY, Albertville, Ala.

RUNDOWN WEEKLY! I can build it up. Want a field, fair salary and permanency. Character and ability O. K. "WORK," Printers' Ink.

I WANT orders to write, print and design business-bringing advertising matter. WM. JOHNSTON, Manager Printers' Ink Press, No. 10 Spruce St., N. Y. City.

ADVERTISING man of highest ability wishes engagement as adv'g m'g'r or his assistant. Prefers good opening to large salary. Address EDW. C. WIMBROUGH, 530 N. 13th St., Phila., Pa.

WANTED—Advertisers to know that we have a larger circulation than any newspaper published in the Valley of Virginia. Advertising rates furnished on application. Address THE WINCHESTER PRESS, Winchester, Va.

ADVERTISING SOLICITOR WANTED with $2,000 to invest in a leading family magazine having a circulation of 35,000 copies per issue. None but a first-class man need apply. For full particulars address "D. K.," Printers' Ink office.

EVERY printer wants our Specimen Book of Type and Price List of Supplies. There have been various reductions in prices. These books not sent to non-printers. AMERICAN TYPE FOUNDERS' CO. See ad under "For Sale" heading.

ADVERTISEMENT WRITER to act as assistant to general advertisement writer; must be experienced in writing magazine advs., booklets and high-class national work; state experience, when, how long, with whom; give references; inclose samples of work and say salary wanted. Address "MAGAZINE," care Printers' Ink.

IT COSTS NO MORE to print an elegantly designed and engraved lithogravure letter-head plate than it does a common type-set heading. Price of plate, $3.75. Sketch submitted. Give exact wording. W. MOSELEY, 89 Hill St., Elgin, Ill.

DRAWINGS FROM PARIS—A lady in Paris, competent and experienced, desires an engagement to furnish drawings illustrating Paris fashions, and offers her services to some American newspaper. She visits the celebrated dressmakers and sends drawings of latest creations. Can serve one journal or two. Compensation to be fixed by agreement, after submitting specimens. Address "A. M. T.," care of Printers' Ink.

WE WANT HIGH-GRADE ADVERTISEMENTS; CAN WE GET YOURS?

50,000 GUARANTEED CIRCULATION.

Rates, 25 cents per agate line, each insertion. All ads next to reading matter.

$ 1.00 buys	4 lines	$ 14.00 buys	4 inches
1.25 "	5 lines	17.50 "	5 inches
1.50 "	6 lines	21.00 "	6 inches
1.75 "	¼ inch	24.50 "	half col.
3.50 "	1 inch	49.00 "	one col.
7.00 "	2 inches	98.00 "	half page
10.50 "	3 inches	196.00 "	1 page

Only first-class matter accepted. Parties without good commercial rating must send cash with order. Cuts must not be over 3 5-16 inches wide. Copy for an issue should reach us by the 25th of previous month. An adv. that will pay anywhere will pay in WOMAN'S WORK, Athens, Ga.

NEWSPAPER METALS.

HONEST electro, stereo. and linotype metals. E. W. BLATCHFORD & CO., Chicago.

CIRCULAR LETTERS.

CHAS. A. FOYER CO., Times Bldg., Chicago, produces fac-simile typewritten circular letters by the thousand or million. Best work, lowest prices. Samples free.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

PARIS CORRESPONDENCE.

AN American gentleman, for many years a resident of Paris, would like to correspond with one or more American newspapers. Address CONSTANTINE GOWEN, 31 Rue Galilee, Paris.

INFORMATION.

WHAT is it you want to know? Send $1 with inquiry. Established 1887. ASSOCIATED TRADE AND INDUSTRIAL PRESS, Research and Inquiry Department, Washington, D. C.

MAIL ORDERS.

BEST illustrated catalogue of mail-order books ever issued—34 great sellers, 150 per cent profit. Send for sample and terms. Our system is perfect. T. J. CAREY & CO., 34 City Hall Place, New York.

ELECTROTYPES.

ELECTROTYPING, writing, designing and printing of business-bringing advertising matter is my specialty. WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., N. Y. City.

LINOTYPE, stereotype, electrotype metal. Absolutely reliable, uniform and pure. Our standards need no "*trial* order," but *orders* and correspondence solicited. MERCHANT & CO., Inc., Manufacturers, Philadelphia, Pa.

ADVERTISEMENTS BY TELEGRAPH.

IF you murder your mother-in-law or set fire to the City Hall, the Associated Press will send the news all over the country, and the leading papers will print it under the heading of "By Telegraph"—all without cost to you. If you sell the new clock for the Capitol at Washington or supply your brand of champagne for the latest ball at the Waldorf-Astoria, we will send out the information for you, and next morning it will appear in the leading papers under the heading, "By Telegraph," and when you get our bill you will admit: 1st—That the advertisement was excellent. 2d—That the cost of it was in proportion. For further particulars, address THE GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., N. Y.

BARGAINS.

CUTS of any subject by every process. CHICAGO PHOTO-ENGRAVING CO., 79-81 Fifth Ave., Chicago.

FOR twenty-five dollars we will print seventy-five words, or ten agate lines, in two million copies (2,000,000) of conspicuous American newspapers and complete the work within eight days. This is at the rate of only one-eighth of a cent a line for 1,000 circulation. The advertisement will appear in but a single issue of any paper. It will be placed before two million different newspaper buyers—or ten million readers, if, as is sometimes stated, every newspaper is looked at on an average by five persons. Address, with the check, THE GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

MISCELLANEOUS.

SIMPLE, cheap and practical engraving process for $1. Particulars for stamp. C. D. LOVE, Coshocton, Ohio.

HAIR FOOD for men and women whose hair is falling out, becoming gray or thin. Also develops the mustache. Doesn't make the hair green like liquid tonics. Send 25c. for month's treatment. BROWN MEDICAL CO., Youngstown, Ohio.

SHEET MUSIC, 250 titles, new, popular and standard. No imprint. Everybody likes music. Best for premiums; shows most value. I will print your matter as desired on each sheet, and furnish assorted or single piece at prices that talk. Send for sample sheet and catalogue. GEORGE M. VICKERS, 1220 Arch St., Philadelphia.

MAILING MACHINES.

THE Matchless Mailer; nothing like it. By REV. ALEXANDER DICK, Meridian, N. Y.

HORTON'S Mailer is superseding the hitherto best mailers in largest publication offices. It beats the best. Price $20 net. AMERICAN TYPE FOUNDERS' CO., selling agents.

PRINTERS.

CUTS of every kind for every purpose. CHICAGO PHOTO-ENGRAVING CO., 79-81 Fifth Ave., Chicago.

DEPARTMENT of Profitable Publicity of the W. B. Conkey Co., E. A. WHEATLEY, Director, 341-351 Dearborn St., Chicago.

STRIKING and attractive ad display for newspaper and magazine. KNICKERBOCKER PERIODICAL PRESS, 90 Fulton St., New York.

PRINTING, writing, designing of business-bringing advertising matter is my specialty. WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

MONS. PRINTER: Did you ever see a really first-class job that was not set in our type? Which are your favorite styles? We make them. Type of poor design degrades the printer's work. We aim to be indispensable to your success. AMERICAN TYPE FOUNDERS' CO. Branches convenient to you all over the continent.

FOR SALE.

$1 BUYS 4 lines, 50,000 proven. WOMAN'S WORK, Athens, Ga.

FOR SALE—A trade journal. Fine paid list and good advertising patronage. Address "Q.," care Printers' Ink.

USE of name and titles of well-known physician. Chance for manufacturer of proprietary medicines, specialty or food. "L. D.," Printers' Ink.

A DAILY PAPER for sale in one of the best cities in Mass.; $5,000 capital needed. Splendid chance for the right man. Apply to "X. E.," this paper, immediately.

FOR SALE—Plans and specifications for a wholly unique periodical, which will be exceedingly profitable. Price $25,000. Address "NEW DEPARTURE," care Printers' Ink.

GERMAN NEWSPAPER in growing town in Northwest, all or half interest, for sale. Practical printer preferred as partner. Snap. Small capital necessary. "G. F.," Printers' Ink.

FOR SALE at bargain, prosperous printing plant in town of 400 population; has 850 subscribers, carries eighteen columns advertising. Good location for right party. Spot cash. Good reasons for selling. BOX 116, Metamora, Mich.

FOR SALE—My services as writer, designer and printer of business-bringing advertising matter. I have the type material and ability to serve you in the right manner. WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., N. Y.

EVERYTHING for the printer; complete outfits; the best, at figures no higher than asked elsewhere for the second best. Our type leads in style and design—is used by all the leading publications. No other type will satisfy customers of taste and advertisers of experience. Estimates furnished, terms arranged, at branch nearest your place of business. AMERICAN TYPE FOUNDERS' CO. Branches in Boston, New York, Philadelphia, Baltimore, Pittsburg, Buffalo, Cleveland, Cincinnati, Chicago, Milwaukee, St. Louis, Minneapolis, Kansas City, Denver, San Francisco, Portland (Ore.), Dallas, Atlanta.

NEWSPAPER ADVERTISING IN THE UNITED STATES. A book of two hundred pages, containing a catalogue of about six thousand newspapers, being all that are credited by the American Newspaper Directory (December edition for 1897) with having regular issues of 1,000 copies or more. Also separate State maps of each and every State of the American Union, naming those towns only in which there are issued newspapers having more than 1,000 circulation. This book (issued December 15, 1897) will be sent, postage paid, to any address, on receipt of one dollar. Address THE GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

JOB PRINTING SPECIALTIES.

MAKE your ads attractive with the right kind of cuts. Will help you. CHICAGO PHOTO-ENGRAVING CO., 79-81 Fifth Ave., Chicago.

A NEWSPAPER wanted (one only) in every town in the U. S. to advertise and sell in its job printing department the "Ledgerette Bill File," pat. A device that sells at sight to almost every business and professional man. Each sale establishes a permanent customer for printed billheads. Profits 100 per cent. WM. R. ADAMS, manufacturer, Topeka, Kansas.

ADVERTISING MEDIA.

WOMAN'S WORK, Athens, Ga., 4 lines $1.

WOMAN'S WORK, 50,000 proven, 25 cts. a line.

WOMAN'S WORK, Athens, Ga., 25 cts. a line for 50,000 proven.

AMERICAN HOMES, Knoxville Tenn.; 1 yr. $1, including 40-word ad.

HARDWARE DEALERS' MAGAZINE. Copy free. 271 Broadway, New York.

A. O. U. W. RECORD, Denver, Col., over 10,000 proved circulation. Write for terms.

40 WORDS, 5 times, 25 cents. ENTERPRISE, Brockton, Mass. Circulation exceeds 6,000.

ADVERTISERS' GUIDE, New Market, N. J. 7c. line. Circ'n 3,500. Close 24th. Sample free.

WHEELING NEWS, 7,500 daily. Only English eve'g paper in city 40,000. LA COSTE, N. Y.

ANY person advertising in PRINTERS' INK to the amount of $10 is entitled to receive the paper for one year.

INDORSED introduction to over 240,000 religious homes. How? Write to THE RELIGIOUS PRESS ASSOCIATION, Philadelphia, Pa.

TO REACH Oregon, Washington and Idaho progressive farmers; the WEEFOOT PLANTER, Portland, Ore., 5,000 copies monthly guaranteed. Write for rates.

REPUBLIC-JOURNAL, Littleton, N. H.; largest circulation and best paper in State north of Concord; 2,800 guaranteed; rates low, but firm; service the best.

THE Rochester, N. H., COURIER, weekly, has the largest circulation of any paper in a manufacturing city having a population of 7,396. A good country paper as a great trade center.

THE TIMES-UNION is used by the successful business men of Albany to keep its thousands of readers informed just what they have for sale. Advertisements in its columns are sure to bring results. JOHN H. FARRELL, editor and proprietor, Albany, N. Y.

ABOUT seven-eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address THE GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., N. Y.

300,000 COPIES guaranteed circulation of the celebrated Lippman's Almanac and Memorandum Book. Half page in both, $150. This is the best advertising you can get, as it goes direct into families. Only a limited amount of advertising taken, as we use the two books to advertise our P. P. P. and they have made our P. P. P. a big seller in Georgia, Florida, Alabama and South Caroiina. LIPPMAN BROS., Lippman's Block, Savannah, Ga.

THE NEW YORK MUSICAL ECHO is the prettiest musical publication in the world. Thirty-six full size sheet music pages of the prettiest vocal and instrumental music of the day. It also contains eight portraits of pretty actresses and musical celebrities. Send ten cents and get all postage paid, or send twenty cents and get seventy-two pages and sixteen portraits.

The New York MUSICAL ECHO is the best advertising medium for the money. It has a guaranteed monthly circulation of 18,500 copies.

Address Southern Branch New York Musical Echo Co., 163,165 and 169 Congress St., Savannah, Ga.

SUPPLIES.

VAN BIBBER'S Printers' Rollers.

IF you use cuts, let us show you samples and prices. CHICAGO PHOTO-ENGRAVING CO., 79-81 Fifth Ave., Chicago.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., L'td, 10 Spruce St., New York. Special prices to cash buyers.

YOUR supplies in my line I want to fill. If you want any writing, designing or printing, send me full particulars and I will fit you out. WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., N. Y. City.

ADVERTISING NOVELTIES.

WE want to hear from people who wants cuts. CHICAGO PHOTO-ENGRAVING CO., 79-81 Fifth Ave., Chicago.

NOVELTIES that make people know you and your goods; permanent advs.; things that people want and will keep. REGENT MFG. CO., 182 Wabash, Chicago.

CAMERAS are the most attractive premium and advertising novelty to be had. We have them, and the price so low you can afford to burn them. YALE CAMERA CO., Chicago.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

DESK MIRROR, gilt finish, your card on back. Fine advertising gift. Sample by mail, 25 cents; $18 per hundred. THE GOODWIN & KINTZ CO., Shelton, Conn. Send for catalogue.

ADVERTISEMENT CONSTRUCTORS.

JONES.

DIXEY, 150 Nassau St.

"ASK LEWIS ABOUT IT."

LEWIS makes medical ads pay.

JONES. See advertisement below.

LEWIS' address is PENN MUTUAL BLD., Phila.

CLARENCE F. CHATFIELD, 179 Front St., Owego, Tioga Co., N. Y.

CHARLES J. ZINGG, Farmington, Maine. Writing and printing for advertisers.

GILLAM & SHAUGHNESSY, Advertisers, 623 & 624 Temple Court, New York. Write.

E. A. WHEATLEY, effective advertising, 341 Dearborn St., Chicago. New York office, 114 Fifth Ave.

THE only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Ind.

MY work is careful work. I never write an ad until I understand my subject. This produces practical work that makes your advertising pay. My booklet, "Sense," is yours for the asking. F. G. MACOMBER, Troy.

FOR DRUGGISTS—100 ads for $1.00, written by a practical druggist, embracing everything advertisable in a drug store. Type display as it should be. Perforated leaves. HARRY M. GRAVES, Writer of Advertising for Druggists, Williamstown, Mass.

THE general advertiser places his advertisement and awaits results. A sample or booklet is sent to inquirers, that is all. The manufacturer, jobber or wholesaler spends thousands on the traveling salesman, but little time and less money are given to facilitating the salesman's work.

We originate the method, plan the campaign, follow up the inquiry. We are practical salesmen—because successful ones. We use right methods; right mediums; right matter. THE WHITMAN CO., 37 Nassau St., New York.

THE profitable placing of advertising consists first in preparing good copy. Copy that says what ought to be said in a convincing way. Second in setting the matter in such type as will catch the eye and embellishing the same with a picture if one can be determined on that will tell its story at a casual glance. Third, in the selection of papers that reach the largest number of the right sort of people and sell advertising space at a reasonable rate—not low priced papers; but those that are at the same time high priced and cheap on account of the great service they can render. To secure these points for the advertiser who employs us is our practice and profession. Address THE GEO. P. ROWELL ADVERTISING CO., No. 10 Spruce St., New York.

MAGAZINE ADS FOR HALF PRICE.

I am going to do something sensational. Magazine advertisers can get my best work for half price if they are quick. I believe my work is the best that is done. I believe my usual prices are as reasonable as anybody can regularly do good work, but I want to show to 50 new magazine advertisers how much I can improve their advertising, and am willing to lose if I can do this.

For writing and illustrating a quarter-page magazine advertisement for any ordinary business I usually charge

Writing 6 best magazine advertisements at $5 each	$30 00
6 half-tone illustrations at $5 each	43 00
	$73 00

If you will send your order within ten days from the date of this publication and mention this particular offer, I will write and illustrate 6 quarter-page magazine ads of this kind for your business for

THIRTY-SIX DOLLARS.

Check to accompany order, as I can not afford to make this price on an open account. I guarantee my work to please you. If it is not satisfactory the money will be promptly refunded.

This ridiculous low price I hope will get me acquainted with a great many new customers.

One thing I insist upon is that I must have plenty of time to do first-class work. I won't spoil the advs. by doing rush work, even if the price is a little one.

Offer expires at noon, March 8th.

If in doubt send for my booklets that tell all about who I am and what I have done. See my offer last week on Newspaper Ads, and my offer the week before on Booklets.

Yours for more business, through better advertising,

CHAS. F. JONES,
Suite 101, World Building, New York.

CREDIT JED SCARBORO of Brooklyn by five prises won in as many advwriting contests.

ADWRITING and Pictorial Window Posters for druggists. Best and cheapest advertising. BURNS, the Druggist, Bernardsville, N. J.

SCHOEFFER Old Style, Kate Greenaway's Mignonettes, Binner Gothic, Bradley Outline, Florentine Hieroglyphic, Laclede, Klondike Borders, are the latest good things in type. Made, of course, by AMERICAN TYPE FOUNDERS' CO., leaders of type fashions. Branches in all principal cities.

ADVERTISING THAT MAKES A HIT.

When advertising makes a hit it pays so "big" that people exclaim, "Advertising pays!" That's wrong. What they ought to say is, "*Some* advertising pays."

Advertising is like fighting or shooting: The blow that "lands," the shot that *strikes*, wins the battle. On one of our large battle ships it costs five hundred dollars to fire a big gun; that money is dropped into the sea unless the gunner knows his business; but the shot is dirt-cheap at the price if his aim is true and he makes a hit.

No other advertising writer in the business aims advertising matter more carefully than I do; and I don't believe any other writer succeeds oftener in making it hit.

I know that my work makes a hit because my clients tell me it produces results. I know that carelessly prepared advertising doesn't produce results; doesn't hit; doesn't pay; and is expensive and wasteful at any price. I realize—as I believe few others do—the necessity of landing your advertising, straight, hot and true, bang into the mark.

An advertiser who wants that sort of shooting I want to hear from. If his advertising isn't paying him as well as it ought to, I will help him to make it pay better.

"The best ads I have ever seen," says an editorial article in PRINTERS' INK, "are those written by Wolstan Dixey. He possesses all the strength and virility of Powers' style, but it is refined and the rough edges worn off. Dixey gets nearer to the people than any adwriter of the day. He was a teacher once; perhaps it taught him how minds are influenced and convinced."

SELLING ADVERTISING SPACE
Can be done by the right kind of circular advertising. Very few publishers do it right. I can show them how. I want to hear from publishers.

WOLSTAN DIXEY,
Ideas, plans, writing, illustrating and printing for advertisers.
150 Nassau St., New York.

Booklets.

A booklet should go into every letter and every package that leaves a store. A booklet should be used instead of a circular for general distribution.

In the last year I have written, illustrated and printed more booklets than any other one man on earth. I have better facilities for such work than any one I know. I will give you "exactly the service you ought to have at the price you ought to pay."

CHARLES AUSTIN BATES, Vanderbilt Bldg., New York.

LARGEST CIRCULATIONS.



San Francisco, Cal.		
Examiner	Daily	78,027
Examiner	Sunday	94,166
Examiner	Weekly	87,161
Washington, D. C.		
National Tribune	Weekly	100,517
Home Magazine	Monthly	154,123
Atlanta, Ga.		
Constitution	Weekly	109,159
Chicago, Ill.		
Journal	Daily	82,280
News	Daily	204,774
Record	Daily	206,580
Times-Herald	Daily	A
Tribune	Daily	A
Epworth Herald	Weekly	A
Boyce's List	Weekly	A
Household Guest	Monthly	250,000
Indianapolis, Ind.		
Agricultural Epitomist	Monthly	A
Louisville, Ky.		
Home and Farm	Semi-Monthly.	82,519
Augusta, Maine.		
Comfort	Monthly	1,253,617
Lane's List	Monthly	A
Vickery & Hill List	Monthly	1,522,833
Portland.		
Welcome Guest	Monthly	100,000
Waterville.		
Sawyer Trio	Monthly	A
Boston, Mass.		
Globe	Daily	193,696
Globe	Sunday	245,735
Herald	Daily	A
Herald	Sunday	A
Christian Endeavor World	Weekly	99,846
Youth's Companion	Weekly	A
Black Cat	Monthly	150,000
Columbian	Monthly	116,000
Household	Monthly	86,083
Nickell Magazine	Monthly	85,400
Springfield.		
Farm and Home	Semi-Monthly.	250,225
Detroit, Mich.		
Free Press	Weekly	100,496
Minneapolis, Minn.		
Housekeeper	Semi-Monthly.	104,901
Kansas City, Mo.		
Star	Weekly	112,131
St. Louis, Mo.		
Chronicle	Daily	A
Globe Democrat	Sunday	83,870
Globe-Democrat	Weekly	116,783
Post Dispatch	Daily	78,289
Post-Dispatch	Sunday	A
Republic	Weekly	116,330
Elmira, N. Y.		
Telegram	Weekly	A
Floral Park.		
Mayflower	Monthly	232,000
Irvington.		
Cosmopolitan	Monthly	306,833
New York.		
Herald	Daily	A
Journal	Daily	A
Evening Journal	Daily	A
Journal	Sunday	A
News	Daily	A
Press	Daily	A
Sun	Daily	A
Evening Sun	Daily	A
Tribune	Weekly	A
World	Morning	A
World	Evening	A
World	Weekly	A
Christian Herald	Weekly	185,590
Fireside Companion	Weekly	A
National Police Gazette	Weekly	A
Standard	Weekly	85,078
Street & Smith's New York Weekly		A
Century Magazine	Monthly	A
Cheerful Moments	Monthly	105,976
Delineator	Monthly	A
Fashions	Monthly	A
Frank Leslie's Popular Monthly		A
Good Literature	Monthly	208,333
Harper's Magazine	Monthly	A
Hearthstone	Monthly	A
Ladies' World	Monthly	881,883
McClure's Magazine	Monthly	258,141
Metropolitan	Monthly	501,981
Munsey's Magazine	Monthly	A
People's Home Journal	Monthly	813,875
Scribner's Magazine	Monthly	A
Rochester.		
Assembly Herald	Monthly	100,000
Utica.		
Saturday Globe	Weekly	117,289
Cincinnati, Ohio.		
Post	Daily	165,674
Times-Star	Daily	A
Cleveland.		
Press	Daily	86,646
Union Gospel News	Monthly	A
Springfield.		
Farm and Fireside	Semi-Monthly.	313,587
Farm News	Monthly	80,000
Woman's Home Com'n.	Monthly	225,000
Toledo.		
Blade	Weekly	125,960
Lionnia, Pa.		
Park's Floral Magazine.	Monthly	270,732
Philadelphia.		
Inquirer	Daily	130,996
"	Sunday	144,484
Record	Daily	165,819
"	Sunday	123,776
Saturday Night	Weekly	A
Sunday School Times	Weekly	151,625
Farm Journal	Monthly	947,163
Household Journal	Monthly	100,385
Ladies' Home Journal.	Monthly	709,166
New Ideas	Monthly	101,110
Westminster Teacher	Monthly	A
Milwaukee, Wis.		
Germania	Weekly	A
Der Haus und Bauern Freund	Weekly	A
Montreal, Que.		
Star	Weekly	87,217

The papers on this list have actually published the number of copies set down against the name of each. The figures represent the average edition of the output for an entire year. The papers having the "A" circulation rating are supposed to have large circulations but what their editions actually are it has not been possible to ascertain by the usual methods. This list is supposed to include every American publication having an average output greater than 75,000 copies each issue, the only exceptions being two or three papers that are believed to make a practice of issuing lying circulation statements. The list is made up from the December edition of the American Newspaper Directory for 1897. The advertiser who wishes to reach the people generally throughout the United States will find the publications enumerated above a list sufficiently large to exhaust an appropriation of $250,000 a year—*two hundred and fifty thousand*. Among these are most of the most valuable advertising mediums of this country. If there is an American newspaper not enumerated, but actually issuing an average edition of more than seventy-five thousand copies, the existence of the paper and the facts concerning its circulation are unknown to the compilers of this list.

Some Echoes

OF THE

POSTAL CARD CAMPAIGN.

In a recent issue, advertising contracts for PRINTERS' INK were enumerated, all of which had been received since the 1st of September. They amounted to a grand total of $99,162.50.

For the orders booked the Little Schoolmaster expressed himself as duly thankful, but he had hopes of receiving still other orders in the month of January.

That his expectations were not absolutely without foundation is shown by the following list of contracts accepted during the month of January:

JAN. 5—**New York, N. Y., Commercial Advertiser,** position to back the advertising of the New York Times, front part of paper.	$3,000 00
JAN. 5—**Pawtucket, R. I., Tribune,** one fourth page one time a month for eight months.	200 00
JAN. 5—**Rochester, N. H., Courier,** four lines classified one year...	52 00
JAN. 6—**San Francisco, Cal., Bulletin,** full page thirty-six times, in position first part of paper preceding editorial page and always facing a page of reading matter.	4,500 00
JAN. 12—**Chicago, Ill., Sports Afield,** one-fourth page one time a month for one year.	300 00
JAN. 12—**Harrisburg, Pa., Patriot,** one fourth page one time a month for one year.	300 00
JAN. 13—**Van Bibber Roller Co.,** two lines one year.....	26 00
JAN. 13—**Augusta, Me., Comfort,** the double center pages one time and the full page advertisement on inside of first cover page one year.	4,800 00
JAN. 13—**Tacoma, Wash., Ledger,** the double center pages one time and one full page one time a month for nine months.	1,200 00
JAN. 13—**Troy, N. Y., Record,** one-fourth page seventeen times	425 00
JAN. 19—**Athens, Ga., Southern Farmer,** four lines one year.....	104 00
JAN. 19—**Hartford, Conn., Times,** one-fourth page one year, two times a month.	600 00
JAN. 26—**West Superior, Wis., Leader,** one-fourth page one time a month for one year.	300 00
JAN. 26—**Des Moines, Ia., Capital,** one-fourth page eighteen times every third week.	450 00
JAN. 26—**Des Moines, Ia., Leader,** one page one time a month for one year, position in front part of paper and always preceding editorial page.	1,500 00
Total.....	$19,757 00

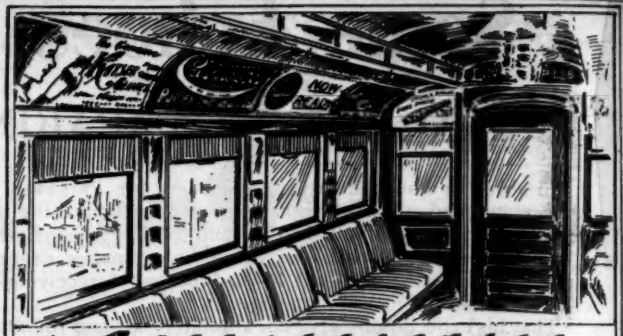
Total for January - - - -	$ 19,757.00
Previously acknowledged -	99,162.50
Total for five months - -	$118,919.50

February is a dull month; but PRINTERS' INK has had the satisfaction of booking an order from the Minneapolis *Journal* for a page in front of editorial page on 2d and 4th issue of each month, for one year for $3,000, and the double center pages, three times for $900, making a total contract for $3,900.

Some thoughtless newspaper men have asserted from time to time that the advertising rates of PRINTERS' INK are high. This is not the case. The advertising rates in PRINTERS' INK are cheap when the capacity of the little paper to do service is considered. At a lower rate PRINTERS' INK would contain too many advertisements. Its value would thereby be impaired. The quality of the papers advertised could not be so carefully watched. Every advertiser in PRINTERS' INK has one—one surpassing satisfaction: that of knowing that whether the price is high or low, every one who advertises in PRINTERS' INK pays the price. The rates are uniform to everybody.

PRINTERS' INK solicits advertisements from the great, the leading, the influential, the best newspapers—*papers that advertisers can afford to use.*

THE PATRONAGE OF OTHERS IS NOT DESIRED.



YOU GET DISPLAY, RESULTS, ON BROOKLYN'S BEST ROAD

THE ONLY REAL "L" ROAD ADVERTISING IN AMERICA.

CARDS AND POSTERS LARGE ENOUGH TO BE UNAVOIDABLE.

ADDRESS FOR RATES:

Geo. Kissam & Co.

253 Broadway, N.Y.

If you want

Real Elevated Railroad Advertising
put your card in the cars of the

BROOKLYN "L"

It
covers 27 Wards of Brooklyn.
is the original road to adopt large racks
gives the most display for least outlay.
is conducted by experienced parties.
gives service equaled by none.

Now that prosperous times are on us, get in line if you want to have a display in Brooklyn that nothing else can give---and the price, all cars or stations, is $100 per month.

How can you beat it?

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

☞ Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

☞ For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to (January 1st, 1901) the end of the century.

☞ Being printed from plates, it is always possible to issue a new edition of five hundred copies for $30, or a larger number at the same rate.

☞ Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

☞ If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OSCAR HERZBERG, Managing Editor.
PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: No. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 50-52 Ludgate Hill, E. C.

NEW YORK, FEBRUARY 23, 1898.

FOR about fifty years the *Daily Commercial* of Toledo has been issued regularly, and during this time has never had a printing press with a capacity for more than eight pages, until recently a Hoe quadruple was secured, capable of turning out in complete form a 4, 6, 8, 10, 12 or 16 page paper at 12,000 to 24,000 per hour.

Fashions is a large sized newspaper published by Herbert Booth King & Bro. in New York. Its circulation is said to be in the neighborhood of 200,000 copies. PRINTERS' INK is a little paper also published in New York, and its circulation is known to be a little more than 20,000 copies. The funny thing about it is that it seems to be understood that it takes more paper to print one weekly edition of PRINTERS' INK than it does to print *Fashions* for a month. Some people think PRINTERS' INK's advertising rates are dear at 50 cents a line, but *Fashions* gets $2 a line for advertising and carries a pretty good line of advertising, too. *Fashions* is one of the papers that does not make a circulation report to the American Newspaper Directory.—*Printers' Ink*, Feb. 9, 1898.

A man well informed on such matters, and who had read what is said above about the circulation of *Fashions*, said: "I think that sort of information might also be gained about the papers called *Modes* and the *American Queen*. Both are publications attempting to cover about the same ground that *Fashions* tills." Still another publication named *Vogue* was mentioned, but it was admitted that its publishers have never yet exhibited the enterprise about issuing circulation figures that have made some of their competitors conspicuous. The circulation of *Vogue* is also obtained in an entirely different manner, and it is, without doubt, of the very highest obtainable class—so far as it goes.

Success is the name of a monthly publication issued from Cooper Union in New York City, at ten cents a number or one dollar a year. It calls itself an "up to-date journal of inspiration, encouragement, progress and self-help," and is one of the best periodicals that comes to PRINTERS' INK exchange desk. It aims to awaken in the reader those qualities which make for success; that is, integrity, courage, persistency, enthusiasm, a desire to make something of one's self. Its stories, articles and interviews are all full of life and vigor. It lays special and needed stress on the fact that success does not imply the accumulation of money, but means all around development—physical, mental and moral. A boy who read it constantly would find in it a wealth of inspiration.

MR. OSCAR G. MOSES, President of the Ripans Chemical Co., reports that he has at the present time one hundred and ten girls engaged in packing Ripans Tabules, and Mr. Moses asserts that the Tabules are a great success. It is a singular fact that the Chas. H. Fuller Advertising Agency, who place the advertising of Stuart's Dyspepsia Tablets, have found it advisable to withdraw or withhold their advertising from all papers in which Ripans Tabules are advertised. They simply can't compete. It would appear that when a man or a woman has once got a five-cent packet of Ripans Tabules he has no further use for any other dyspepsia remedy, and Mr. Fuller is wise in refraining from wasting the Stuart money in introducing his Tablets to a constituency where there can be no use for the goods. It appears from a letter recently issued by Mr. Fuller that fully nine-tenths of the papers assert that they are not advertising Ripans Tabules. This is explained by the practice adopted by President Moses of advertising Ripans Tabules in only the best papers. If Mr. Fuller would make a note of this it might be of great use to him in advantageously serving his own patrons. Mr. Moses believes that judicious advertisers can not use all the good newspaper space that is offered, but must pick out the comparatively few papers which they consider the very best for their purpose; they must skim off the cream of the cream. This Mr. Moses does, thus leaving the skim milk for Stuart and Fuller.

THE PRINCIPAL WEEKLIES.

By Chas. N. Kent.

(For seven years editor of the American Newspaper Directory.)

Of the more than 15,000 weekly newspapers catalogued in the December edition of the American Newspaper Directory, 3,281 (or about 1 in 5) are accorded a circulation of one thousand and upwards each issue, and the remainder—twelve thousand in number—are in the J K L class, each one of which is believed to print more than one hundred and less than one thousand copies each issue. The Directory divides all papers of more than one thousand circulation into ten classes. The first includes all whose actual circulation, given in figures, exceeds the highest letter rating used, which is A, and means exceeding 75,000. The others are placed in that one of the nine remaining classes represented by a circulation letter rating to which they properly belong. But as each of these letter ratings indicates an issue exceeding the exact figures for which the letter stands, to arrive at a more accurate result, in the following summary, ten per cent has been added in each case to the minimum number expressed by the letter rating, making the average as follows:

Class A	average 82,500
Class B	average 44,000
Class C	average 22,000
Class D	average 19,250
Class E	average 13,750
Class F	average 8,250
Class G	average 4,400
Class H	average 2,475
Class I	average 1,100

There are but fourteen weeklies in the United States whose publishers are willing to furnish a detailed statement of actual circulation, showing the issue to be regularly in excess of 75,000 copies. As these are of special importance to general advertisers, their names are given below in the numerical order of their circulation:

New York, N. Y., Christian Herald	185,500
Philadelphia, Pa., Sunday School Times	151,625
Toledo, Ohio, Blade	135,900
Utica, N. Y., Saturday Globe	117,239
St. Louis, Mo., Globe-Democrat	116,753
St. Louis, Mo., Republic	116,220
Kansas City, Mo., Star	112,131
Atlanta, Ga., Constitution	109,159
Washington, D. C., National Tribune	100,517
Detroit, Mich., Free Press	100,495
Boston, Mass., Golden Rule	99,846
San Francisco, Cal., Examiner	87,161
New York, N. Y., Standard	85,078
Williamsport, Pa., Grit	79,918
Combined circulation of the fourteen papers in Class I	1,597,792

The following table shows the number of newspapers in each of the remaining nine classes, and the combined issue of each class upon the average basis set forth above:

Class.	No. of Papers.	Circulation.
A	13	1,072,500
B	25	1,100,000
C	76	1,672,000
D	51	981,750
E	91	1,115,750
F	156	1,287,000
G	311	1,369,400
H	673	1,665,675
I	1,708	1,878,800
	3,004	12,139,875
Add Class One	14	1,597,729
	3,108	13,737,604

The following is a similar list, complete for Canada:

One	Montreal Star	87,217
C	6	132,000
D	2	38,500
E	4	55,000
F	6	66,000
G	17	748,000
H	49	121,275
I	96	94,600
	173	1,342,592

Thus showing a total circulation for the combined 3,281 weeklies of 15,080,196.

It should be noted that the 925 dailies already reviewed in PRINTERS' INK give more than one-half as much circulation each issue as these entire 3,281 weeklies.

There are 13 tri-weeklies, and 143 semi-weeklies, each one of which is accorded a circulation of over 1,000 copies. The combined circulation of the tri-weeklies is estimated at 34,100 and of the semi-weeklies at 497,200.

IN Ohio a legislator has introduced a bill requiring merchants selling articles designed for clothing to tag same with statement of the per cent of cotton, wool or shoddy entering into their composition! And the Dairy and Food Commissioner is made responsible for the enforcement of the law! As if that individual was not already making a lot of unnecessary trouble for advertisers without extending the limits of his activity.

THE average newspaper publisher may think he believes in advertising, but he doesn't. He almost feels that his larger advertisers are subsidizing him for some inscrutable reason, or that they are acting upon a delusion which is very likely to vanish. How often does a publisher believe in and preach the real utility of advertising as a seller of goods? It is the exception.—*Newspaperdom, Feb.* 3, 1898.

And that is the explanation of the Newspaper Associations in St. Paul, St. Louis and some other places where the publishers band together and bind themselves by articles of agreement to refrain from spending money for advertising.

AN ADVERTISING NEWSDEALER.

HOW HE AIMS TO FIGHT SUBSCRIPTION AGENCIES ON THEIR OWN GROUND.

Among the many classes of business that might well be made more profitable by the judicious use of printers' ink, the application of which is very often neglected, the newsdealer's may well be included. The latter usually set forth the stock argument that the profits of their business are so small, they can not afford to advertise, but F. P. Kryger of Aurora, Illinois, who conducts one of the largest and finest equipped news stores in the West, has demonstrated what advertising, coupled with good business judgment, will accomplish in his line. Mr. Kryger started a few years ago in a little room in one corner of the post-office, with a stock of a dozen or two magazines and the Aurora agency for several Chicago

SPECIAL!

Century, for 1 yr. price $4.
Portrait Gallery, regular price, $7.50.
Price of both for this year coming only - - $6.50.

Harper's Magazine, a year, $4
Harper's Weekly, " $4
Harper's Bazar, " $4

A New Opportunity.

COMBINATION OFFERS:
HARPER'S MAGAZINE, WEEKLY and BAZAR in combination to any one address, payable in advance.

Harpers' Magazine, Weekly and Bazar	a year	$10.00
	6 mos.	5 00
Harper's Magazine and Weekly.....	a year	$7 00
	6 mos.	3.50
Harper's Magazine and Bazar	a year	$7.00
	6 mos.	3.50
Harper's Weekly and Bazar.....	a year	$7.00
	6 mos.	3.50

F. P. Kryger, St. Ry. Sta., Aurora, Ill.

newspapers. Last year he did a $7,000 business in the handling of newspapers and periodicals.

Mr. Kryger's news store is now advantageously located in the transfer station of the Aurora Street Railway Company. For this reason he does not use the street cars, as the majority of the people who ride stop at the station, and he would in a great measure be doubling on his tracks. His advertising is confined principally to the local newspapers, with the occasional use of a good circular, a few prominent sign boards, and of course the advertising matter that is sent out in advance by the magazine publishers. In a booklet issued by the *Ladies' Home Journal*, showing interior views of a dozen or so of the leading news stores of the United States, appeared a picture of his establishment.

"What has been your experience with the advertising you have done?" Mr. Kryger was asked.

"I am satisfied that it has been a good investment. You see the news-

DON'T delay. Now is the time to subscribe for your magazine or renew your subscription for the coming year.

DON'T forget we have as good a collection to select from as you can find in the west.

DON'T forget we accept all combination offers including rates offered by subscription, agencies or publishers

DON'T send your money away when you can do as well here at home, and we guarantee satisfaction.

Kryger, Newsdealer,

St. Ry. Transfer Station,

AURORA, ILL.

dealer's profits are small, and he has much to contend with in the competition of the various clubbing offers that are made every year and the many subscription agencies that are operating in the larger cities, but I believe that the right sort of advertising will overcome all this."

"Do you meet these clubbing offers and the rates quoted by the subscription agencies on the various magazines?"

"Yes, every one of them. That is one of the main points that I set forth in my ads. Newsdealers are constantly complaining about the subscription agencies and the inroads they make on their business. You see the agencies are supposed to do business only with dealers and libraries, public schools, colleges, etc., such as subscribe for large numbers of magazines

every year, but in fact they send their catalogue to ministers, lawyers, physicians, business men or anybody whom they find takes more than one or two periodicals. I don't see any use of complaining about this state of affairs. The thing to do is to meet this competition. Let every newsdealer in the United States meet the prices offered by the subscription agencies and advertise the fact that he does meet them, as I have done, and in two years' time these agencies will find their occupation gone. One dealer alone can not accomplish this, but all have to work together. They would have to take subscriptions at a very small margin of profit for the time being, but would be winners in the end."

"At what season of the year do you advertise the most?"

"Just previous to the beginning of the new year, when people are about to renew their subscriptions to the magazines. This season I met every clubbing offer and every rate made by the subscription agencies. The profit on my yearly subscription business was small, but I brought people to the store that had never traded with me and now they are regular customers. I used little ads, averaging three inches, and changed my copy often."

Several years ago Mr. Kryger suggested to the publishers of a prominent magazine that they send out advance sheets consisting of small fac-similes, the use of which has since become so general for advertising purposes. He now believes it would be a good plan on the part of some magazine, to use as advance advertising matter the full size first page of each coming month's number, with the table of contents printed on the opposite side.

FRANK MINARD.

. . . A . . .

Christmas Present

—o—

That will last all the year. A year's subscription to some

MAGAZINE.

—o—

Subscribe with

F. P. Kryger.

St. Ry. Transfer Station.

AURORA : : : : ILL.

THEY ARE KEEPING TAB.

There is one phase of the advertising situation not commonly thought of, but none the less important, which bodes great good for the straight article, and the valuable, straightforward medium. It is the effect of competition in the business. Business success, in no matter what line, often depends, in the heat and turmoil of this competition, upon the two per cent or the one per cent of money wisely spent, or of money wisely saved. There used to be great waste in all the processes of manufacture, transportation, commerce generally. It has disappeared almost wholly. So of advertising. Advertisers are getting to see that they can not spend their money where waste in quality or quantity of circulation may be involved. They are looking for the right rates, the right plans, and the right matter. Their articles, presumably, are good. To make them most profitable, they must avoid the imaginary circulation, or the inappropriate circulation, and they must pay attention to their plans, their matter and their methods generally; and not only is experience bound to count for the judgment that it gives one in this sharp demarcation, this hair-line division between success and failure, but advertisers must gather, and are bound to gather more and more, a record of experience for, of and by themselves. So you find them keeping tab on things, and let them do it. It means the survival of the fittest; and who objects to that?—*National Advertiser.*

CORRECT.

The merchant who continues to advertise a Friday sale one day after Friday is not only throwing his money away, but is also gaining an unenviable reputation as to the genuineness of his bargains.

A TALKING NEWSPAPER.

A small diamond-shaped board screwed on to the wall of my room, and provided with a couple of hooks from which hang two tiny, round telephone earpieces connected by two wires. That is all. But my hotel proprietor has been singing its praises for the last twenty minutes, and as he confidentially assured me that it will not play any part in my hotel bill at the end of my stay, there is no earthly reason why I should enter any protest against his profuse encomiums.

"This," said he, "is the Telephonic Messenger or talking newspaper—the only thing of its kind in the world. It has now been established in Budapest about three years. It differs from the ordinary telephone in the fact that the latter is directly connected with the central office, whereas we are able to connect from 200 or 300 subscribers in one circuit. The city is divided into thirty circuits. All day long news is spoken into a specially constructed apparatus at the central office, varied with entertainments, the opera and linguistic lessons. It is not a telephone in the strict sense of the word, and therefore, does not infringe the telephonic rights of the government. It combines the functions of your tape machines and electrophones, while it is ten times cheaper. That buzz you heard just now was to prevent subscribers talking to each other on their own account."

"It seems strange that such an excellent idea as this appears to be should not be introduced in other towns than Budapest," I ventured.

"The answer is very simple. Of course, the newspaper feature would be impossible in London, where time is everything, and a man could not sit the whole day with the apparatus to his ear, waiting for some particular news or exchange prices. Then again, other towns are not so advantageously situated in this respect as Budapest, where the law empowers the company to introduce the apparatus into any house in the city in spite of the objections of the landlord. We have here six thousand subscribers, and each pay only eighteen florins a year. With us it is as in England with a certain soap—our families don't feel happy until they get it. It is so cheap that many of the rooms in my hotel are fitted up with it. If the visitor finds it inconvenient to go to the opera, all he has to do is to put this apparatus to his ear, and he can be entertained the whole evening. The general public, too, can have news in advance of the newspapers. Why, a few weeks ago, when the German Kaiser gave that celebrated toast of his to the Hungarian nation, thousands of families were listening to its recital half an hour later. Without this apparatus they would have had to wait until next day."

"Have you a regular daily programme?"

"Yes, it is announced in the morning, and changes every half hour or so. The greater part of the morning is taken up with prices on 'change, a summary of the news in the dailies. At noon we begin to get a report of the doings in Parliament. Telegrams of importance are communicated at once, the Telephonic Messenger being in direct connection with a leading Budapest newspaper. At about 2 o'clock the morning news is in part repeated, then come exchange prices, telegrams, law reports, a short, entertaining story, theatrical items, and sometimes a concert, and for an hour in the evening we get a lesson in English, Italian and French. You have no idea what a benefit this is to the young generation, and how popular these lessons are among them. A complete set of graduated exercises has been published in these languages. Each telephone subscriber who cares to listen holds a copy of the book in question before him, and the teacher speaks into the double microphone transmitter at the central office."—*Budapest Letter to Pall Mall Gazette.*

A FLAT RATE.

A flat rate is a given price per running inch of advertising space. Under it you can advertise "little" or "big," as it suits you, and get your money's worth every time; you can change your ad every time without additional cost; you can be as erratic in your advertising as you choose, advertising largely one month and not at all the next month, and pay the same rate as if you advertised regularly; you are on an equality with all other advertisers, paying no more and no less; your advertising is put on a business basis and you can see for yourself whether it pays; you avoid confusion or misunderstanding with the publisher.—*Plattsburg (N. Y.) Press.*

"REAL PEOPLE" IN ADS.

On the principle that a living object attracts more attention than an inanimate one, it is often advisable to use photographs from life for the illustration of advertisements. It is only recently that the possibilities of photography in advertising have been thoroughly appreciated.—*Lord & Thomas.*

SOME PRINTERS' INK TESTIMONIALS.

MODEST MERIT MODESTLY MENTIONED.

PRINTERS' INK is in want of genuine testimonials that shall blason forth the Little Schoolmaster's transcendent merits—not fulsome flattery, but earnest, genuine praise from honest admirers. Testimonials are invited in this open way, because the Little Schoolmaster wants everybody to know that just now he is aching to be puffed. He invites his pupils to compose testimonials with care, write them out handsomely in a bold hand that will stand a photographic reproduction, and then just send them in. Testimonials that do not appear to be written in good faith will go into the waste basket. Such as seem genuine, but are badly written and poorly expressed, will be preserved with loving care, but not used. Such as are well written and genuine, and expressed with judgment, will be reproduced for advertising purposes or copied in these pages. For the best dozen testimonials a sterling Souvenir PRINTERS' INK Spoon will be sent, one to each of the dozen writers



and to the writer of the testimonial that is the best, the best expressed, the honestest and the most genuine, there will be sent in due time a solid silver Loving Cup, upon one side of which there shall be engraved the golden words in which the testimonial was expressed, and on the other the name of the writer, the date, and some account of the object of the cup and the affectionate regard in which the successful pupil is and ever shall be held by his loving teacher. You who admire the Little Schoolmaster and his plain, straightforward but modest ways, can not do better than to just write a letter and give expression to your feelings. That letter may win the Loving Cup. Let it be addressed to PRINTERS' INK, the Little Schoolmaster in the Art of Advertising, New York.—*Printers' Ink, Dec. 8.*

If the giver of the testimonial is a newspaper man who writes a bad hand, as most of them do, he can make his thought legible by printing it editorially and sending a marked paper.

See testimonials on next page.

SOME PRINTERS' INK TESTIMONIALS.

In 1889 I began reading and studying PRINTERS' INK.

My first ad in PRINTERS' INK appeared in the issue of September 28, 1892.

It cost $1.

It brought me $4.

That was the beginning of my success as a professional advertisement writer.

In December, 1892, A. W. Peterson, of the Indianapolis *News*, recommended me to the Pettis Dry Goods Co., of Indianapolis, as manager, and a favorable comment on my work published a short time before in PRINTERS' INK clinched the recommendation.

In September, 1893, I came to New York and took desk room in the Vanderbilt Building.

Before coming I took the precaution to advertise in PRINTERS' INK.

When I reached New York I found orders waiting for me.

In the month of October, 1893, I received and executed $206 worth of orders, every dollar of which came directly from advertising in PRINTERS' INK.

Each succeeding month's business amounted to more than the last, until in September, 1895, the total for the month was $2,081.

At the present time my average business with advertisers (including my "Syndicate" work for over 4,000 retailers) is over $12,000 a month.

I consider my whole business the quick but natural growth from my first $1 ad in PRINTERS' INK.

My real knowledge of advertising began with PRINTERS' INK, and I know that I would not to-day be capable of handling my business were it not for my eight years of faithful, earnest, persistent study of the teachings of the "Little Schoolmaster in the Art of Advertising." CHARLES AUSTIN BATES.

NEW YORK, Dec. 8, 1897.

It is with pleasure that I attest that my semi-detached connection with PRINTERS' INK has given me a welcome *entree* to the most exclusive and busiest offices in New York. Wherever I have been announced as the representative of the Little Schoolmaster I have been received with such favor that it has opened my eyes to the fact that there can be no more potent factor in the publishing and advertising line. This is an honest expression of my conviction, after having received more than a year's assignments from the proprietor and editor of the lively little weekly. J. W. SCHWARTZ.

It was a one-dollar ad in PRINTERS' INK that started me in advertisement writing as a business.

It was a favorable comment in PRINTERS' INK on my local work at Indianapolis that gained my first position as advertising manager.

It has been continuous advertising in PRINTERS' INK that, in five years, has brought me the largest and most lucrative business in my line in the world.

It is PRINTERS' INK that has brought me the business of some of the largest advertisers in America.

It is my eight years' earnest study of PRINTERS' INK that has made me capable of handling such a business.

To PRINTERS' INK I owe whatever of success or money I have made in advertising.

CHARLES AUSTIN BATES.

I am connected with the advertising department of one of the largest newspapers in this country and the manager had occasion to compliment me the other day on some advertising matter I had prepared, remarking that he noted rapid progress.

I told him that I read PRINTERS' INK religiously and studied it as I would a textbook at college, every week, and believed the knowledge gained was as good as five years' experience, and he replied: "I guess that's so."

And I do not believe there could be anything more gratifying said of you than the above truth only too gladly given by

F. A. PARTENHEIMER.

PHILADELPHIA, Dec. 9, 1897.

In our opinion, it may be more truly said of PRINTERS' INK than of Cleopatra, that "age can not wither nor custom stale its infinite variety. Most advertising papers cloy the appetites they feed, but PRINTERS' INK makes hungry where most it satisfies." For PRINTERS' INK improves with age, and comes weekly to advertisers as a feast of good things, full of the thoughts of bright minds and criticisms of sharp pens, leaving those interested in advertising satisfied for the week but hungry for the next issue. True, though an anomaly, a schoolmaster praised and beloved by his own pupils.

One of your grateful pupils,

BINNEY & SMITH.

Mfrs. of Colors.

NEW YORK, Feb. 2, 1898.

Editor of PRINTERS' INK:

While your little weekly boldly announces on its title page that it is "a journal for advertisers," permit me to say that I consider it THE journal for country publishers. It points us unerringly to the way to profitable business, the only field we have, and the best—the local advertiser. It says some things we don't like to hear, but it means it well, for it tells us how to make money. Sometimes the lessons come positively, sometimes negatively—but they come each week nevertheless. So I think that if the thousands of publishers of country weeklies in this country would take PRINTERS' INK regularly, study it carefully and make intelligent use of the information thus gained, every one of them would agree with me that the Little Schoolmaster is THE journal for the country publishers.

Yours truly, EUGENE DAMBLY,

Publisher *Der Neutralist* and the Montgomery *Transcript*.

SKIPPACK, Pa., Feb. 1, 1898.

When I was a little boy I used to borrow my big brother's PRINTERS' INK. Now that I have "growed up," and have a Little Schoolmaster of my own, I have the same trouble he had. Everybody knows it. Can't blame 'em. Anybody that is in any way interested in advertising must read PRINTERS' INK. There is no "royal road to fortune," but the Little Schoolmaster helps to smooth off rough edges on the way to advertising success. It has given me invaluable information.

Very sincerely yours,

CHAS. Z. DANIEL,

Adv. Manager H. & D. Daniel.

HARTFORD, Conn., Feb. 5, 1898.

Your frank and witty invitation for "some genuine testimonials," PRINTERS' INK, Dec. 8, will put me to bed a little later this evening, but as a dutiful pupil I gladly give the

time to my respected teacher, who has so deservedly earned my little "mite."

We handle from three to five hundred pieces of mail matter daily, and as fairly large advertisers receive a generous supply of reading matter gratis. Some of the best magazines I reserve to take home to my family; for the balance we have an extra large waste basket.

With PRINTERS' INK I make the only exception; have it mailed to my home, where its contents, from beginning to end, are carefully and quietly perused. This I have been doing for the past seven years, deriving both pleasure and profit therefrom, and have often intended writing my appreciation, but feared my well-meant letter might have been misconstrued.

If other engagements prevent my reading PRINTERS' INK during the evening, I find it instructive company in the street cars.

As I have thirty pages yet to read I will say good night. Wishing you long life in your large field, I am your sincere pupil,

HERBERT D. ALLMAN (of Kayser & Allman, wholesale and retail dealers in paper hangings, room moldings and window shades).

PHILADELPHIA, Dec. 8, 1897.

Allow me to express my honest sentiments in regard to your excellent journal, PRINTERS' INK. For a number of years past I have been a constant reader of it, and I have always found it to advocate the best interests of the advertiser. To-day it is brighter than ever, and I venture to say that its influence among advertisers is *greater* than that of *all* similar mediums published in this country. I am, indeed, confident that many advertisers are wholly guided by its teachings. Very respectfully,

B. E. WHITMAN,
News Editor of the Easton (Md.) *Star-Democrat*.

EASTON, Md., Dec. 8, 1897.

PRINTERS' INK has raised us from employees to employers.

PRINTERS' INK has made it possible for us, in a year's time, to build up by far the largest business ever reached by any other men in our line during their first twelve months in business.

Without PRINTERS' INK there would be no such firm as Moses & Helm.

Without PRINTERS' INK we believe it would be next to impossible for us to continue our business with profit.

In the pages of PRINTERS' INK our advertisements are spread throughout the earth, before the eyes of advertisers, at an astonishingly small cost.

We feel that our future existence as writers and illustrators of advertising depends more upon PRINTERS' INK than upon all other forces combined.

"The Little Schoolmaster" first taught us the fundamental truths about advertising, and the knowledge so acquired is clothing and feeding us to-day. Gratefully yours,

MOSES & HELM.

NEW YORK, Dec. 9, 1897.

PRINTERS' INK is my office Testament. I read it as religiously as I ought to read my Bible.

Many of my patrons are too busy to change their ads frequently. I do it for them, and the hints and suggestions obtained from The Little Schoolmaster are invaluable. They enable me to secure more advertisers and hold old ones.

EDWARD S. MOORE,
Proprietor Chenango (N. Y.) *Union*.

NORWICH, N. Y., Dec. 9, 1897.

PRINTERS' INK—The Little Schoolmaster—is worth its weight in gold.

Who would do without it?
Who can afford to be without it?
Who *now* does without it?

Not a single one who wishes to be up to the times.

To the newspaper man on a big city daily, or country weekly, to the job printer and to the advertiser, it is a welcome weekly visitor. It gives him kindly advice; it gives him ideas that are worth dollars, and, altogether, it is the best $5 worth that ever reached the hands of a subscriber. It keeps him up to date in everything pertaining to the sinews that keep the wheels of business turning over "the right side of the ledger."

GEO. MILLER,
Editor Irwin (Pa.) *Republican*.

IRWIN, Pa., Dec. 8, 1897.

Your request for testimonials struck a responsive chord in my heart, for I am a PRINTERS' INK enthusiast. The sight of The Little Schoolmaster staring at me from my desk on the morning of its arrival always brings a smile of delight to my countenance, and I eagerly seize it and devour the contents at my earliest opportunity. At first, when the price went up from one dollar to five dollars, I thought it was a pretty big jump, and that I couldn't afford to buy it at that price. It wasn't three weeks until I came to the decided conclusion that I could not afford to do without it, no matter what the price. It is a great advertising reservoir. I never copy any of the advertisements, but I certainly *do* imbibe the good thoughts running all through the little book, and I might as well give up the advertising business at once as to try to do without The Little Schoolmaster's logic.

M. M. REMY,
Advertising Manager of the Albert F. Remy Co., Wholesale Grocers and Coffee Roasters, Mansfield, Ohio.

MANSFIELD, Ohio, Dec. 9, 1897.

PRINTERS' INK has been, and is, the "guide, philosopher and friend" to more students of advertising—myself among them—than any other publication in the world.

It holds the same relation to its imitators as the sun does to sputtering tallow candles.

JOHN S. GREY.

BROOKLYN, N. Y., Dec. 11, 1897.

Editor of PRINTERS' INK:

In response to your note in editorial column of PRINTERS' INK, Dec. 8, I send the inclosed. It is a simple statement of a fact, and I am glad to add my testimony as to the helpfulness of PRINTERS' INK. I look for its weekly visits with pleasure. Yours truly,

THOMAS JOHNSON.

PRINTERS' INK is one of the most thoroughly read periodicals that comes to our table. We have over 60 different periodicals on file, but none has more readers than the "Little Schoolmaster" in advertising. I do not see how any business man, or any one who is the least bit interested in advertising, can do without it.

THOMAS JOHNSON,
General Secretary Y. M. C. A.

LITTLE ROCK, Dec. 10, 1897.

As a reader of PRINTERS' INK for several years, I can say that it becomes dearer to me week by week. Away down here in Southern Florida the "Little Schoolmaster" comes as a bright messenger to instruct me in the ways of the great advertising world.

P. A. MERRIN,
Plant City *Courier*.

PLANT CITY, Fla., Dec. 10, 1897.

I have been associated with the New Philadelphia (Ohio) *Times* for eleven years, and have climbed from office boy to associate editor, but in all my experience I have never yet found a copy of PRINTERS' INK thrown, with its less favored companions, into the waste basket. VICTOR DONAHEY.

P. S.—Have just bought a printing outfit of American Type Foundry, to be delivered January 24, 1898, and will endeavor to have PRINTERS' INK visit my office.

NEW PHILADELPHIA, Ohio, Jan. 17, 1898.

I consider PRINTERS' INK the finest of its kind—no exceptions. RELAY MFG. CO.
F. S. Kinsey, Advtg. Mgr.

READING, Pa., Jan. 26, 1898.

I hand you herewith N. Y. exchange for $5 for one year's subscription. I don't know how I could make a better investment. I received the sample copy, December 8th issue, and you will notice by the inclosed ad that I drew on it for material, and did not have to rake my brain an hour for new ideas, and felt better satisfied when the work was completed.

I am glad to have made the acquaintance of The Little Schoolmaster, and anticipate much pleasure from the 52 visits he will make the coming year. GEO. E. BUXTON,
of Buxton & Co.

PHOENIX, Ariz., January 27, 1898.

PRINTERS' INK has been our most welcome of visitors. J. A. SMITH,
Advertising Specialties.

CAMDEN, N. J., Feb. 2, '98.

You may think that a manager of a trade paper would not derive much benefit from suggestions and comments on general advertising, but I find that, taking the whole course, I get ideas I can use first hand, and by letting the remainder filter through I get benefit from that. In other words, PRINTERS' INK makes me think. F. M. BARTON,
Business Manager *Marine Review*.

CLEVELAND, O., Feb. 3, 1898.

I read PRINTERS' INK with great interest. I particularly like Charles Austin Bates' criticisms and Charles F. Jones.
T. R. RAINEY,
Advertising Manager The Badger Furniture Co., Indianapolis, Ind.
Feb. 5, 1898.

Undoubtedly the poultry business is a little out of line for the Little Schoolmaster, but within the past year PRINTERS' INK has aided me in securing a larger home trade than any other poultry breeder in Loudoun County, while my other trade has increased tenfold or more. JOSEPH C. MYERS.

LEESBURG, Va., Dec. 24, 1897.

It is my recollection that, to-day ten years ago, I first saw a copy of your publication, and this is why I celebrate the anniversary of that happy Christmas present by extending to you my best wishes.

If those who have done me the most good during these ten years are entitled to a merry Christmas, then PRINTERS' INK should have the merriest Christmas of them all.

Were I old Santa Claus, I would to-day fill the stocking of every young man with copies of the Little Schoolmaster, who teaches big lessons in the art of advertising.

I regard the careful study of PRINTERS' INK as more valuable to the average business man than a full course of study at the best college in the land.

If I could have only one book in my business library, that book would be PRINTERS' INK.

You will remember that it was on Christmas two years ago that I won the PRINTERS' INK vase, because PRINTERS' INK itself had taught me how to compose the best advertisement that could be produced in competition with 850 others.

This is what I said in that advertisement:

"The very best advertisement I can write for your publication is to give a little of my own experience.

"If my work is as good as some kind critics would lead the public to believe, it is largely due to PRINTERS' INK, as I have learned the greater portion of what I know about advertising from reading its pages.

"You will readily acknowledge that the information which I gained must have been considerable, when I state that in addition to promoting the publicity of a hundred or more firms located in various parts of this country, I also write all the advertisements for Marshall Field & Co.; Charles A. Stevens & Bros., Renmaker & Co., Florsheim Bros., George E. Marshall and C. F. Orr & Co., the six leading houses of Chicago in their respective lines. I estimate that the yearly sales of the various firms which I represent amount to more than a hundred million dollars, and that the money which they spend in placing the advertisements I write is a larger sum than is expended on the advertisements of any other one writer in America.

"Have I not, therefore, sufficient reason to believe that the careful study of PRINTERS' INK is a good thing?"

Since 1895 I have continued the study of PRINTERS' INK, and every issue gained something from it.

In 1896 I opened and conducted the advertising for the great New York store of Siegel-Cooper Co. It is now a matter of commercial history how they outstripped every competitor and during the first 3½ months of their existence did a business of $3,000,000 and cleared a profit of over $90,000, thus far eclipsing the record of any other new store since the world began.

More recently in my general business I have written advertising for many other large and prosperous New York retail concerns, among which are: The Joseph H. Bauland Co., Brill Bros., Hackett, Carhart & Co., etc., etc. If I have contributed somewhat to these successes, my ability to do so grew from knowledge acquired through the study of PRINTERS' INK and experience gained in carrying out its precepts.

On this present Christmas Day I find myself in possession of the most promising general advertisement writing business that I know of in America.

These facts I have stated in a recent advertisement as follows:

"I believe from what I know and from what other advertisement writers have said that my business has grown much more rapidly than any similar business ever grew. As general writer and illustrator of advertising in New York, I have been in business just four months up to December 1, 1897.

"My business for August, 1897, amounted to $304.50.

"My business for September, 1897, amounted to $543.

"My business for October, 1897, amounted to $803.60.

"My business for November, 1897, amounted to $1,327.

"Bearing in mind that I do not place advertising nor do any kind of printing, and

that these sums only represent the fees that I receive for advice, advertisement writing and illustrating matter written by me, you will realize what this represents.

"If I include in this estimate the printing that has been done for my clients under my direction, and the money expended in placing the advertisements I have written, it would amount to considerable more than $100,000."

I have one customer who pays me at the rate of $5,000 a year for my advice. I have several customers who pay me between $500 and $1,000 a year. I have a great number of regular customers who pay me less amounts, according to the service which I give them. New customers and much transient business comes into my office every week.

Can any one wonder that I praise PRINTERS' INK when I credit it with these things, and acknowledge that this letter, as long as it is, does not contain one-half the good things I would like to say? CHAS. F. JONES.

NEW YORK, Dec. 25, 1897.

The writer will state that PRINTERS' INK is awaited with much interest at this office each week for many reasons, chief among which is that it contains pithy matter of up-to-date importance. Very truly yours,

LAND AND WATER PUB. CO.
By Geo. W. Bull, Adv. Mgr. *Land and Water*.

BOSTON, Mass., Dec. 23, 1897.

I could no more do business without PRINTERS' INK than a clergyman could preach without his Bible. Fully ninty per cent of my business comes to me through PRINTERS' INK; and a mighty big percentage of what I know about advertising has come to me in the same way. I have opinions of my own, but everybody knows more than anybody, and about everybody who knows anything about advertising tells it in PRINTERS' INK. It does those who avail themselves of it a double service: Brings them business and helps them to do it right. Whether this is a good testimonial or not, it is honest, and every bit "so." WOLSTAN DIXEY.

NEW YORK, Dec. 24, 1897.

We know of no better beginning for the year 1898 any business man can make than to subscribe for PRINTERS' INK, the Little Schoolmaster in the Art of Advertising. It represents fifty-two doses of the best kind of stimulant and business tonic obtainable, at less than 10 cents per dose. Under its able teachings we have increased our business twenty-five per cent. What it has done for us it can do for others. Some time, some place, there may be a better journal edited for advertisers than PRINTERS' INK, but not, we venture to say, while the present master is at the desk. With best wishes for your future success, CARTER BROS.,
Hardware, Paints and Oils.

PICTON, Ont., Dec. 18, 1897.

My education in advertising began at a very early age, for while a boy I commenced to read PRINTERS' INK, and at that time was filling that all-important position of "printer's devil" in a country newspaper office. Although occupying various positions with newspapers, and having an all-round journalistic experience, I have been a close reader of PRINTERS' INK. In my years of experience in the various fields of advertising I continued to find interest in PRINTERS' INK. It has proved a most valuable friend all these years, imparting a fund of information about advertising and for advertisers such as no other medium could possibly furnish. Many imitators have come into the field since I first got acquainted with PRINTERS' INK. The Little Schoolmaster is still good enough for BYRON W. ORR.

Assistant to Advertisers, 1158 Broadway.

NEW YORK, Dec. 25, 1897.

Editor of PRINTERS' INK:

Some time ago I was about to send you accompanying story at space rates, but was busy and did not do so. I send it to your competition (testimonials). It is not only good, because it's true, but it directs attention to something that you rarely make note of. Yours truly, S. A. NELSON.

Evening Sun Editorial Rooms, New York City.

NEW YORK, Dec. 10, 1897.

A TRUE STORY.

I met a promoter of advertising schemes on Park Row and said to him:

"How are you; how's business?"

"Dull as nails!" was the reply.

"Why?" said I.

"Advertisers know too much."

"Indeed?"

"Yes; they know more than we do. PRINTERS' INK has killed our business. Take a scheme to an advertiser to-day and he will look you over and tell you its actual worth to a $1. There was a time when we could get 'em to go up against *anything* for big money. PRINTERS' INK did us. Yes (meditatively), that little sheet has saved advertisers hundreds of thousands—and—and killed us off."

N. B.—An affidavit goes with this if you want it.

Editor of PRINTERS' INK:

Our double-page advertisement in PRINTERS' INK of October 6 has proved the most profitable advertisement we have ever inserted in any publication. As a result we have already made contracts for business amounting to more than five times the cost, and have several contracts under way, which will probably be closed up before the end of the year. We are still receiving inquiries for sample copies of the *Mail* and for advertising rates from advertisers, who say that they saw our announcement in PRINTERS' INK. We believe this was the largest advertisement of a Western weekly which ever appeared in your publication, and we had some hesitancy about taking so much space, but it has turned out to be a profitable investment. We no longer have any doubt that PRINTERS' INK reaches the right people.

ARTHUR CAPPER.

TOPEKA, Kan., Dec. 10, 1897.

Oh, PRINTERS' INK, thou treasure trove,
Thou Klondike full of gold,
Full many a priceless business gem,
Thy covers fair enfold!
Here's health, and wealth, and long success,
To banish all life's ills,
Good luck galore, and "Happy Days,"
From yours, GEO. W. HILLS.
Manager Anglo-American Importing Co.

BOSTON, Dec. 16, 1897.

I profit from PRINTERS' INK, because it tells best how to reduce advertising theory into successful practice. By precept and by hypothesis, PRINTERS' INK spreads conviction. Its pages stimulate advertising thought and head it in the right direction.

I take pleasure in reading PRINTERS' INK, because it is edited by some one who is deeply human. C. E. SEVERN,

448 Racine Avenue, Chicago, Ill.

CHICAGO, Dec. 23, 1897.

2020 Broadway,
CAMDEN, N. J., Dec. 31, 1897.

Editor of PRINTERS' INK:

Herewith find a testimonial in the form of a letter to a Glasgow (Scotland) business man. "Let Glasgow flourish" is the Glasgow city motto, hence using it as a bait to lead the reader on. The "Broomielaw" is as well known to Glasgow as the Brooklyn Bridge to New York—wherefore the localism. I feel sure if this letter is set up in PRINTERS' INK style, it will do good for the paper in the old country and here also. Very truly,

JAMES D. LAW.

[Copy.]

2020 Broadway,
CAMDEN, N. J., U. S. A., Jan. 1, 1898.

MY DEAR CRAIBE ANGUS—"Let Glasgow flourish!"

To that end here is a New Year contribution:

One of the best things I know of in this country is a weekly New York publication called PRINTERS' INK—a journal for advertisers. In size it is about a crown 8vo., and each number contains from 80 to 100 pages, full of intensely interesting matter from advertisements to editorials.

Amongst its regular features are chapters devoted to "Ready-Made Advertisements," "Store Management" and "Criticism," each department being in charge of a successful specialist of national reputation.

Selecting at random the issue for the 2nd ult., I find special, original, signed articles on such subjects as "The American Newspaper Directory," "Parcels Post as an Incentive to the Mail Order Business," "Some British Display Ads" (illustrated), "'Guaranteed' Goods," "Advocates of the Weekly," "What Some Publishers Assert," "Some PRINTERS' INK Testimonials," "Advertising Novelties," "The Job Printers' Advertising," "With English Advertisers," "Mail Order Trade," "Holiday Window Displays," "Getting Manufacturers' Aid" and letters by the dozen from all sections of the country on almost every conceivable advertising topic. There are, besides, columns of the most entertaining and instructive notes and thoughts copied (with credit given) from all quarters of the globe. In a word, the best articles on every subject pertaining to the promotion of trade, sooner or later—generally sooner—find their way into PRINTERS' INK, which has been affectionately styled "The Little Schoolmaster in the Art of Advertising." It might also, with truth, be termed "The Merchants' Own Magazine," "An Eclectic Bulletin of Business." In the empire of publicity, at least, it certainly is imperator. A pleasing feature of it is its typographical excellence. Taking it week in and week out for years, I can not recall a poor number. For variety of type, artistic composition and clean presswork, it is without a superior. An examination of one of its volumes would give you a better and quicker idea of this hustling, bustling land than a collection of maps, charts and tabulated statements long enough to stretch from Broomielaw to the Brooklyn Bridge. Not an iota do I exaggerate. Is it any wonder, then, that I look anxiously for the little paper every Wednesday? I wouldn't be without it for many times its price, which is $5 per annum, or $10 from date to the end of the century (Dec. 31, 1900). Some subscribers confess to have made many hundred dollars on the tips gathered from a single number. Not less than one copy should be in every newspaper and printing office in the British Isles. If half of your shopkeepers read it regularly and acted on its teachings, the benefit to them and to the public at large would be incalculable. PRINTERS' INK is edited and published by Geo. P. Rowell & Co., the leading advertising specialists of this country, with a London office at 50-52 Ludgate Hill, E. C. You should not fail to send for a sample copy at once, and I am sure you will want it regularly, and as long as you live will feel grateful to me for this letter of recommendation. Sincerely yours,

JAMES D. LAW.

To
W. CRAIBE ANGUS, ESQ.,
QUEEN STREET,
GLASGOW,
SCOTLAND.
Introducing PRINTERS' INK.

THEN; Less than five years ago I had no home, no money, no credit, no reputation as an adwriter. I was in debt, badly.

NOW; January 1, 1898, I own a home, I have money, I have the reputation of being the best adwriter in the State of Georgia. I AM OUT OF DEBT. I owe my success more to a careful application of the teachings of the Little Schoolmaster in the art of advertising than to any other one cause. It has taught me: What to say? The Truth. How to say it? Earnestly, persistently.

say it? All the time. Where to say it best and cheapest? In the dailies. PRINTERS' INK, 10 Spruce street, New York City, is ever ready to teach others all and more than it has taught HARVEY ENGLISH.

ALBANY, Ga., Dec. 20, 1897.

PRINTERS' INK numbers among its readers the keenest business men of earth, whose interest it sustains and holds always. Yet nothing is published in its columns the logic of which is not digestible by the most callow beginner. Its readers may be too busy to read any other paper, but "too busy to read PRINTERS' INK" is a superlative none have reached. No other journal can pretend to fill its place, for its readers know not merely wheat from chaff, but the highest from inferior grades of wheat.

To compliment PRINTERS' INK before advertising men is "to gild refined gold, to paint the lily, to perfume the violet," or like dilating upon the merits of the Declaration of Independence, or the Constitution of the United States before able statesmen. Before others my letter would seem fulsome praise if I capably expressed its "most high deserts." Admiringly yours,

D. D. MARTIN, Sec. Larkin Soap Mfg. Co.

BUFFALO, N. Y., Jan. 17, 1898.

Editor of PRINTERS' INK:

I have been a constant reader of PRINTERS' INK for the past seven years and find it the most instructive journal I have ever read—no other publication can take its place. A genuine up-to-date newspaper man can not get along without it. With best wishes to its future welfare. Yours truly,

LEVI A. DUNLAP.

MERIDIAN, TEX., Jan. 11, 1898.

Editor of PRINTERS' INK:

Your issue of PRINTERS' INK for December 8th I received on December 9th, a. m. On opening it I saw a small ad which I thought good, and had it reproduced as my ad in our

evening paper, the *Daily Witness*, of December 10th. I was complimented on it next day by quite a few, and the ad agent for that paper asked what happy idea made me write it. I replied I saw it in PRINTERS' INK, and it is only one of the many successful helps I have received from the "Little Schoolmaster" to aid me in writing my own ads besides getting many useful lessons on *How*, *When* and *Where* to advertise my line of business.

JOHN ALLAN,
General Outfitter.

MONTREAL (P. Q.), Dec. 20, 1897.

Editor of PRINTERS' INK:

For a number of years I have read all of every issue of PRINTERS' INK. So long as it is necessary for me to work for a living I shall continue reading it.

I write advertisements, charge an annual price for my service and grant permission to discontinue at any time. During the past three years the service has never been discontinued at the suggestion of any customer, and renewal contracts were always made at an increased price.

The business of the largest firm upon my list has steadily increased, even during the hard times. They have three competing houses, and their business now equals the combined business of the other three. Two years ago this firm occupied second if not third place.

Another firm (clothing) occupied first place when I took charge of their advertising. Last summer I made a special announcement of all-wool suits at $10. The leading competitor offered an all-wool suit as low as $7. The competitor spent more money advertising his $7 suit than we did in advertising our $10 suit. Result: We sold every suit in the stock intended to be sold at this price and were obliged to put in higher priced goods for $10 to supply the demand. I know positively that the other fellow's $7 suits did not go. He had the largest store and spent the most money. I don't know what his $7 suits were like, but he did not know how to tell his story so that people would believe that they were as good as ours. The senior member of this firm (the one I work for) told me last night that they had taken in more money this week (5 days) than in any other one week since they have been in business, a period of twenty years.

I never wrote a "smart" advertisement in my life. I never wrote any poetical advertising. Each advertisement was a careful statement of fact, clothed in as attractive language as I knew how to use. There is one thought above all others in my mind while writing advertisements. It is above the thing offered, above the description and prices. It is "What effect will the announcement have upon the permanent business of the firm?"

My advertising has done all that advertising can do. It has helped to sell good goods at a fair price. It has been profitable to my customers. I don't believe in advertising inspirations. I believe advertising is a study—a business.

There is one way to do profitable advertising. Get right down and study. The goods and customers are the problems, but before they can be worked out the principles must be mastered. There is one journal that stands above all others in teaching these principles; it has made it possible for me to earn dollars for myself and for my customers; it is hated by the horde of fake advertisers who have worthless advertising schemes to sell; it is despised by the lying publisher whose business existence depends upon his ability to deceive; it is respected by the large and constantly increasing number of intelligent men who look upon advertising as a legitimate business and not a game of chance; it is the one journal that has done more than all others to raise advertising to its present dignified position in America. The name of this journal is PRINTERS' INK.

For ten years I have done newspaper and advertising work. I have intimately known many local and general advertisers. Not more than twenty-five per cent were sure that their advertising was doing them any good. I don't believe that the advertising of the seventy-five per cent did pay. All of the successful ones did not take PRINTERS' INK, but I don't know of a regular reader of PRINTERS' INK who ever admitted that he was going it blind. CHAS. SETH BROWN.

OBERLIN, Ohio, Dec. 24, 1897.

FOR PRINTERS' INK, I can say that I can trace to its influence, either directly or indirectly, at least eighty per cent of the letters of inquiry that I receive. And I believe from what I know and from what other advertisement writers have said, that my business has grown much more rapidly than any similar business ever grew.

CHAS. F. JONES,
Suite 101, World Building, New York.

THE GOLDEN RULE STORE.
E. K. PARK, Proprietor.

Editor of PRINTERS' INK:

I have been a reader of PRINTERS' INK about five years. Previous to that time I was an advertiser with no fixed purpose; tried this and that with indifferent success. PRINTERS' INK acted as a tonic, and I went to increasing my newspaper space, until now I use double that of any of my competitors in the village, and am satisfied with results. Usually PRINTERS' INK comes Saturday, and I read the whole by Monday morning, when I am ready to write my week's advertising. My banker recently asked where I picked up so many snaps of bargains ahead of competitors. Told him since I commenced reading PRINTERS' INK they seemed to hunt me up. By this I mean I do different from the others and keep people talking, and when there are snaps they find me. Very truly,

E. K. PARK.

LOVELAND, Col., Dec. 23, 1897.

PRINTERS' INK is like unto a package of highly condensed beef, milk or other food product. It is small in bulk, but contains the greatest possible amount of nutritious, life-giving and restorative forces known for the recuperation of prostrated, sickly and declining advertisers, business men and progressive newspapers.

What PRINTERS' INK desires a testimonial for I can not comprehend, as a *single copy* of any of its issues *is* the *highest testimonial* that can be given the publication devoted to the interests of the advertisers, merchants, publishers and their kindred associations.

C. H. MCINTYRE, 53 Arthur st.

CLEVELAND, Ohio, Dec. 29, 1897.

PRINTERS' INK is read with keen interest, because it tells the truth about newspaper circulation and *facts* regarding advertising.

J. H. JOHNSON.

WINONA, Minn., Dec. 13, 1897.

After eleven years in the advertising business I am convinced that there is not a medium anywhere that is so carefully read for business pointers as PRINTERS' INK.

SAM. E. WHITMIRE,

BROOKLYN, N. Y., Dec. 24, 1897.

I honestly do not believe that a writer or buyer of advertising can be a non-reader of PRINTERS' INK and be a success. The fruits and flowers can not grow without the sun or the dew. But why "paint the lily"? I am grateful for my good success to the little big schoolmaster; but should I tell you why and repeat here the many, many favorable newspaper and journal comments about your humble servant, tell you how much I have made and saved for my employers, whom I have benefited, etc., etc., I would consider it a bigger ad for myself than praise due you. This letter is not written as an occasion for free publicity, but as an expression of my high opinion of your priceless usefulness in the advertising world.

When PRINTERS' INK ceases preaching, I want to cease practicing. Yours in the faith,

SAMUEL DAVIS, Adv. Mgr.

CHICAGO, Jan. 6, 1898.

DEAR ALMA MATER—I have had PRINTERS' INK almost from its initial number, and take to it naturally. It is the *only* periodical whose *every page* I invariably scan.

Its imitators and their jealousy of its success attest its merit.

To its teachings I attribute my own successes in advwriting, and I have won a dozen or more cash prizes, mostly in amounts of $100 and $50 each (one against over 10,000 competitors).

From my first 50c.-ad in PRINTERS' INK I received direct returns of $212, and several times as much indirectly.

Thus by intuition, observation and experience, I can speak well of the Little Schoolmaster in the art of advertising.

W. H. EASTMAN.

EAST SUMNER, Me., Jan. 7, 1898.

We note some of the strong indorsements that Charles Austin Bates and others make of PRINTERS' INK. We can go Mr. Bates one better. We have learned by a careful study of PRINTERS' INK how to make from $20,000 to $30,000 a year clear profit.

Yours very truly,

N. C. MERRILL,
Pres. World Printing Co.

DENVER, Col., Jan. 4, 1898.

A few years ago I became the owner and publisher of a country weekly in a Southern California town. The paper was fairly well blessed with advertising patronage. I subscribed for a few copies of PRINTERS' INK—18, I think—and distributed them each week among my advertisers and those I wished to become patrons of the paper. My business actually increased 50 per cent in the first three months, and kept on increasing until I sold the paper in 1895, almost entirely due to the stimulus of the Little Schoolmaster. Since returning to New York State I have used PRINTERS' INK to my financial benefit in preparing ads, and have yet to fail in bringing satisfaction and results to my customers. I consider PRINTERS' INK the most valuable aid in preparing good, solid, common sense, money-bringing ads in existence, and I mean every word I say. A constant use of the Little Schoolmaster for half a dozen years has proved to my complete satisfaction that I am qualified to make this statement. My best wishes are always with you.

ELLIS WOODWORTH.

GOUVERNEUR, N. Y., Jan. 10, 1898.

Because a copy of PRINTERS' INK happened to come to my notice several years ago; because the first article that I read so absorbed my interest that I read one after another until I found that I had read that number of the Little Schoolmaster through, advertisements and all, I became a steady reader of PRINTERS' INK.

Because my interest did not lag a whit with each successive number; because each number was more interesting to me than the last; because I read it and studied it, re-read it and re-studied it; because I got back numbers and read and studied them; because it is so practical; because it is so original; because it works so well into my business and my common sense; because of all these things, I feel as though I were now equipped with a knowledge of the art of practical and common sensible advertising, such as would result from an experience of half a lifetime, the other half of which is to come in the succeeding issues of PRINTERS' INK. Very respectfully,

J. D. ALLEN.

BLOOMINGTON, Ill., Jan. 20, 1898.

PRINTERS' INK is regarded as a son regards the loving father who has piloted him through years of apprenticeship in trade or profession. As the Little Schoolmaster, the paper has thousands of affectionate scholars, old and young, imbued with the good sense to profit by criticism. Its founder prepared the feast leading to an open interchange of the brightest thought, and inside information in the mercantile world.

PRINTERS' INK began by letting its readers in on the ground floor concerning all kinds of advertising. It has so continued—revealing secrets which the business manager, advertisement and contract writer learned by years of experience. Everybody seeks knowledge and publicity for his work or wares—favorable notoriety. PRINTERS' INK points the way at the fork in the road.

A. W. PETERSON,
Adv'g. Mgr. Indianapolis *News*.

INDIANAPOLIS, Ind., Feb. 8, 1898.

PRINTERS' INK has made money for me.

In the early part of 1895 I first had the privilege of reading PRINTERS' INK. On March 28, 1895, I sent PRINTERS' INK six jokes; three were accepted and I got $1.50 for them. By Dec. 31, 1895, I had received $60 for matter accepted by the Little Schoolmaster.

In 1896 and 1897 I got more money from PRINTERS' INK.

I have made some money by writing ads. I have made some money by writing on advertising for different papers. I have become connected with *Ad Sense*. I can thank my PRINTERS' INK training for all that has been accomplished.

C. E. SEVERN.

CHICAGO, Feb. 8, 1898.

PRINTERS' INK fills a long felt want and was largely instrumental in making said "long felt" want.

Hope you won't think this is flattery.

A. C. SWEAT,
Publisher Douglas *Breeze*.

DOUGLAS, Ga., Feb. 10, 1898.

I have succeeded in securing for the *Odd Fellow Review* more clean advertising than any other fraternal publication in the country, and I owe much of my success to that Little Schoolmaster, PRINTERS' INK.

WINN POWERS,
Pub. *Odd Fellow Review*.

ST. PAUL, Minn., Feb. 7, 1898.

I have been a pupil of the Little Schoolmaster for the past three years, and although I am not an adwriter or advertiser I consider the teachings of great value to me—of suffi-

cient value that I pay five dollars a year for them. I would pay less if I could. I would pay a great deal more if I had to.

For ten cents a week I am enabled to receive the advice, listen to the experience and consider the plans of the foremost business men and managers of the country—men who have been pre-eminently successful and are willing to tell just how they achieved their success.

Every week I get for ten cents that which would cost me to secure in any other way ten times that many dollars.

Some day I shall start in business for myself. I want to prepare myself as well as possible to conduct that business—to write up-to-date advertisements, to increase my chances for success.

That is why I'm studying PRINTERS' INK so carefully now. That is why I read and reread every article and mark the ones which I think may be of special value to me.

I believe that PRINTERS' INK sustains the same relation to advertisers that a medical college does to medicine. A man might practice medicine without a preliminary training, but think what a Klondike he'd be for undertakers!

Men may write advertisements without reading PRINTERS' INK—without consulting the best and most practical ideas, but—Bradstreet makes a report once a week of their condition.

For less than 1½ cents per day I'm securing in PRINTERS' INK a university advertising course. It is worth more than that to me if I never own a business. E. D. SNOW.

RUTLAND, Vt., Dec. 28, 1897.

CHICAGO, Jan. 3, 1898.

Editor of PRINTERS' INK:

The mental tonicity of PRINTERS' INK has impressed itself upon me ever since I began writing advertisements in 1889.

Every time I read a copy I get a push forward.

It is with a feeling of mental exhilaration hard to describe that I turn over the last leaf each week within an hour after the paper has reached me.

My best plans have been laid, my most successful advertisements written, after a dose of PRINTERS' INK's invigorating brain tonic.

I have often attributed my success to my constant study of PRINTERS' INK, and everybody knows that of all writers I am the most successful in entering into the inner detail of an undertaking, have exceptional power of creating and expressing, in vigorous and pithy style, the exact ideas most calculated to impress the buying public, and, bar Powers, *charge more for preparing matter than any one else in the business.*

Yours very truly,

E. A. WHEATLEY.

The advertiser who does not read PRINTERS' INK is *not* an advertiser. He is an enemy to publicity because he is a failure.

SAMUEL DAVIS,
Adv. Mgr. Kuh, Nathan & Fischer Co.,
Clothing and Woolens.
CHICAGO, Jan. 6, 1898.

There are distinctive qualities about PRINTERS' INK that make it predominant over other journals devoted to advertising. It presents fact and theory in a hitting, stimulating way.

The Little Schoolmaster says things that leave a dent in the minds of his scholars.

A perusal of PRINTERS' INK leaves a reader aglow with advertising enthusiasm. The paper is liberal in tone, and well-proportioned as to contents; and it is forcefully yet amiably edited. C. E. SEVERN.

CHICAGO, Dec. 15, 1897.

If you are not averse to verse, I'll gladly tell you what I think, in simple rhyme and rhythm terse, about your PRINTERS' INK:

I've known it now for years, and still its themes are kept so fresh and bright, it never fails each week to fill an hour with profit and delight.

Set up by one that does not stint the touch that Genius can impart, each issue, merely viewed as print, might well be termed "a work of art."

Its range and reach I find so wide, I'm not romancing when I state: no merchant needs a better guide to keep his knowledge up to date.

Nay, more, to post him in advance on fads and fashions that may prove the happy hit—the Klondike chance—to lift him out of failure's groove.

Ambitious, courteous, witty, kind, and patriotic in its tone; while not to others' merits blind, it does not strive to hide its own.

Denouncing fakes—on lines severe—it has it enemies, of course; but while they hate they also fear its always-present, sleepless force.

Its writers are the most renowned, and, finding that its maxims pay, among its readers may be found the kings of trade who reign to-day.

Such pithy facts its pages give, it needs no second sight to see, that as a classic it will live, inspiring business yet to be.

As in the past, may it excel, dispensing advertising chat; and grow in worth and wealth, and—well, I guess I'll let it go at that. JAMES D. LAW.

CAMDEN, N. J., Dec. 25, 1897.

PRINTERS' INK, the recognized organ of the advertising interests of the country.

THE EVENING NEWS.

PATERSON, N. J., Dec. 16, 1897.

PRINTERS' INK is now in its twenty-second volume, and the twenty-one volumes which have been issued make an encyclopædia of advertising. If there is anything pertaining to advertising not in these volumes, it is because it is entirely new and original, and not yet known to the advertising world. Everything worth anything about advertising has already appeared in PRINTERS' INK.

It seems to me that those who have written strong words in praise of PRINTERS' INK have not said enough of the paper as an encourager and stimulator of advertising. No one knows, or ever will know, of the thousands of people who, after reading PRINTERS' INK, have become advertisers. If PRINTERS' INK had done no more than this, it would deserve not only thanks but a substantial reward from all advertising agents, adwriters, ad experts, artists, printers and newspapers, now reaping the benefits. What PRINTERS' INK has done for me—that is another story.

However, the work which PRINTERS' INK has done for all advertising can not be half told, nor will it ever be fully told. PRINTERS' INK is the X-ray of the advertising world. L. J. VANCE.

NEW YORK, January 31, 1898.

Two more of my clients are asking for the best there is on earth, from an advertiser's point of view—PRINTERS' INK. I inclose two more orders for same; please honor and oblige. Yours truly, E. J. ARNOLD.

SAN FRANCISCO, Feb. 2, 1898.

The Little Schoolmaster was a perfect revelation to me, a beginner in the art of advertising. While it advises liberality, it teaches common sense, thus advertising prodigality. It would be of greatest benefit to the advertising community if this Little Schoolmaster was absorbed among them to a much larger extent. Very truly yours, etc.,

E. O. NATHURST.

TRACY CITY, Tenn., Jan. 17, 1898.

I observe that the Little Schoolmaster is aching to be puffed. Were I to say all I know in his favor, he would be like the frog of old, and be so puffed up that he would explode.

Suffice it, therefore, for me to say, that in regularly perusing PRINTERS' INK, I feel armed to take a good part in the commercial warfare begotten of fierce competition; I know that in following the wise advice of the Diminutive Preceptor, that I can transact business on present day methods; I can always rely on being prepared to meet new schemes on their own ground, as they are always predicted in the pages of PRINTERS' INK; and, in short, any one reading the valuable journal with regularity must be wanting in proper judgment if he can not improve his position very considerably.

We have here a department for novelties, advertising specialties, and kindred specialties, and I would say that a small ad we have had in PRINTERS' INK produced appalling results; letters came from all parts of the United States, and as many of them only bore a two-cent stamp, the charge we were compelled to pay ranged from three to thirty cents, being double the deficiency of postage; many of the letters contained printed matter, which accounts for the charges to pay here.

The Little Schoolmaster has my thanks for past favors, and my best wishes for his future welfare and prosperity. Yours very truly,

HENRY COWEN.

BERWICK-UPON-TWEED, England, Jan. 14.

Will the Little Schoolmaster accept one more testimonial, from an admiring pupil who has often before desired to express his appreciation of its teachings?

I first saw a copy of PRINTERS' INK in a corner of a manufacturer's office, where it had been mislaid. I confess I secreted the copy in a spacious pocket, and before I returned it to the owner I had eagerly devoured, mentally, the entire contents. I have always had a strong liking for anything in the line of advertising and adwriting, and that day clinched the desire to make it a business. I started to school at once, and have been an earnest pupil ever since. I have had but one principal text-book, one teacher, the Little Schoolmaster, and next to my Bible, I prize it above every book I own.

I am as yet unknown to you, but that will not be for long. Later on you will hear of me as advertising manager for one of the large firms of the country, or as a professional adwriter—that is, if PRINTERS' INK continues to be published. In the meantime I am, your pupil,

J. HARVEY LUTZ.

CHESTER, Pa., Jan. 18, 1898.

I have been a student of PRINTERS' INK for years. It is a never failing source of inspiration to the advertisement writer and a wonderful stimulant to half-hearted advertisers.

Fraternally yours, STUART S. GRAVES,
of Graves & Co., Publishers.

PHILADELPHIA, Jan. 21, 1898.

In answer to your application for testimony of the work PRINTERS' INK is doing, I don't think there is, in England, a more grateful man for its teachings than myself. I have read it diligently for twelve months. It has not only adjusted every advertising notion I had, but it has taught me everything I know that is worth knowing about the business.

It puts commercial blood into my veins. I always feel stronger and safer in advertising after reading it. Yours truly,

JOSEPH WHARMBY.

BIRMINGHAM, Eng., Jan. 10, 1898.

I do not accept or believe all I read in PRINTERS' INK, but as a general compendium of ink wisdom it is a world-beater. Yours truly,

ALVAH SHELDEN,
Editor *Walnut Valley Times*.

PRINTERS' INK is getting better all the time but as you enlarge it I protest against your using so much of my time—for I *must* and *will* read it through from cover to cover even though you print 100 pages!

W. P. MAYER,
National Industrial Review.

CINCINNATI, O., Jan. 24, 1898.

The following words of modest praise have in substance been expressed by me before.

They bear repeating. Not for the sad fact that the Little Schoolmaster never published them before, but for the *fact* that they are *true*, and *ought* to have been published before.

Thousands of manufacturers, railroad and bank officials, real estate and money brokers, school and college managers, managers and promoters of any *existing*, and *to be*, enterprises, are aware that not only something should be done, but *can* be done, to increase the earning *power* of the vast capitals given into their care. Truly, some don't know how; others consider it undignified to *advertise*.

No method, however, that increases *legitimately* the profits of any business is *undignified*. Let every responsible business man become a reader of PRINTERS' INK. Heads of large concerns—that's what I have chiefly in mind—and they will never regret the day they signed the check for the first yearly subscription for the bright messenger that is issued weekly at 10 Spruce Street, New York.

No matter how busy a man may be, the habit of reading PRINTERS' INK soon becomes *chronic*. It's the *only profitable chronic habit I know of—outside of daily work*.

I have read the Little Schoolmaster for the last *seven consecutive years*—the first number by accident—the *only profitable accident* that ever happened to me.

CHAS. J. ZINGG.

FARMINGTON, Me., Jan. 19, 1898.

I have been a student of advertising for five years. During three years of this time I have been employed by the managers of a newspaper to write advertisements for all the merchants who advertise in their paper. The managers of the newspaper find that it pays them to pay me to make advertising pay their patrons. They get better prices for space, and sell more of it. They do not believe that a merchant will take his ad out of the paper when it pays him to keep it there. The results the ads bring, the merchants give credit for. The ads the results bring, the managers of the paper give me credit for. All I know about advertising I have learned from reading PRINTERS' INK. Of course the position I hold has given me valuable experience. But from the position I only get one man's experience; from reading PRINTERS' INK I get the experience of thousands.

E. K. ANDERSON.

KOSCIUSKO, Miss., Jan. 1, 1898.

DISPLAY IN SMALL SPACES.

By John S. Grey.

Some weeks ago one of the junior advertising agencies in New York City issued a circular purporting to show how it was possible for a number of advertisers to club together and buy a column of space in the leading newspapers of the country—each to use an inch of the space for a displayed ad, to be sure of excellent position, and to cost not more than $6,000 a year for daily and weekly insertions. A column of 1-inch ads was given as an example of the position and display, and it must be admitted that the scheme looked very attractive—on paper.

But it was a plan that must have been very hastily thought out by its originators. A little consideration would convince even the inexperienced advertiser that the scheme is not at all practicable. Without exception the sample ads that were printed in the display space of one inch were of well-known articles, such as Sapolio, Pearline, Castoria, Sozodont, H-O, and so on. One word in those ads is quite enough, for it serves to remind us of something we know all about. That one word can be effectively displayed in a single inch of space, but the owners of such products as the above have no reason to study economy in advertising space, and they would not think of joining a class of nineteen, for that would greatly tend to destroy their individuality and would reduce them to the rank of small advertisers, whereas their ambition is, and always has been, to have a reputation for being large users of printers' ink.

But the promoters of this plan of display advertising "on the cheap" don't intend their idea to serve the interests of well-known advertisers, but rather those who would like to advertise effectively, but can not do so on account of the prohibitive cost—beginners whose appropriation is limited but whose ambition is to grow to be large users of space, when they have once secured a footing in this very cheap and desirable way.

Well, let us say that they are beginners, just about to put a new article on the market. Suppose that it is "Club Soap" and they fill their inch of space with those two words, boldly displayed. Who knows anything about Club Soap or whether it is for toilet or washing purposes, what it is made of, what it costs and where it can be had? Suppose that the displayed inch contains the words "Hogg's Pianos." What about them? Who is Hogg, and what kind of a piano does he make? Are its merits in the tone, the touch or the beauty of its exterior? In what does it differ from, or how does it excel, other pianos?

Nobody knows, nobody could know, these things unless Club Soap and Hogg's Pianos had been instructively and educationally advertised before. Every new article that is advertised must be fully explained to the public in its preliminary advertisements, and it is utterly impossible to do this properly in a single inch of newspaper space if display be also resorted to. How many of the great advertisers of the present day—and they have the most practical experience—commenced to educate the public in the uses of their goods by using one-inch displayed ads in the newspapers? Before it was possible for them to successfully use merely their own name or the name of their product in a displayed advertisement, they had to spend scores of thousands, even hundreds of thousands, of dollars in explaining to the public just what their goods were for, how useful and cheap and well made they were, and every other interesting but necessary item of information about them.

Only a few brief months ago an English firm sought to do in New York City just the reverse of my contention. They tried to begin at the wrong end of advertising by puzzling the public as to what their product was. So the boldly displayed word "Pegamoid" appeared alone in all the newspapers for several weeks, and people began wondering, not so much what Pegamoid might be as what its owners could expect to gain by advertising so ridiculously in these discriminating times. The general public was spared both points of information. Another wide-awake house used the same-sized space, when the people had grown accustomed to the peculiar word, and advertised that "Pigamod" was a "shoe dressing." That similarity between the two comparatively unknown words killed "Pegamoid" forever here.

That is a palpable object lesson which should teach all new advertisers that when they are introducing a new article to the public they must fully explain what it is, what it does, what it costs and all about it. In fact, they can not tell too much about it, nor

can they expect to get their instructive stories in a single displayed inch of newspaper space. Those who tell them that they can, have not so much desire to benefit the "green" advertiser as they have to "pluck" him. Common sense and a little thought should convince the new seeker after publicity that it is only the advertisers whose goods are already well known who can afford to use large displays in small spaces, and those advertisers have no need to economize in this fashion.

A TAILOR ought to have the advertising habit.

A SIMPLE WINDOW DISPLAY.

A simple window display can be made thus: Simply take one shade of cheese-cloth—so that it be all one shade, it makes no difference which, red, blue, pink or purple—and plait and puff this all along the sides and back of the window, except a diamond space in the back. In this insert a mirror. Then with the same color of cheese-cloth fill in the top and bottom. Then, using your own judgment, or rather stock, fill in tastefully with small articles, such as shoes, or hats, or books. This display can be used for many kinds of stock.

FIRST WORDS.

First impressions of a person have great weight with us. The first words in an ad have the same. A good introduction will hold the attention. A poor one is sometimes likely to kill the entire ad.

Office of BALTIMORE AMERICAN,
Cor. South and Baltimore Sts.,
BALTIMORE, MD.

Established 1773.

CIRCULATION.
CHARACTER.
INFLUENCE.

RECEIVED
FEB 11 1898
GEO. P. ROWELL & CO.

To the Editor Printers Ink.
New York.

1,305,227 A MONTH.

Largest Circulation South of Mason and Dixon's Line.

State of Maryland, City of Baltimore:

J. W. STODDARD, business manager of THE BALTIMORE AMERICAN, does solemnly swear that 1,305,227 is the actual number of copies of the paper named printed, distributed and sold during the month of January, 1898.

Sworn and subscribed to before me this 31st day of January, A. D. 1898.

JOHN L. HEBB,
Justice of the Peace.

American,

MR. STODDARD, the business manager of the Baltimore *American*, has hit upon the idea that almost every newspaper man jumps at when he wants to tell something that is not true. He does not sign his own name, but he signs some other name, for instance Irishman, European, American or Polish.

ORIGIN OF THE WORD "TRUST."

The word "trust" as applied to recent industrial combinations is a misnomer, and grows out of the fact that in the early efforts at combination the different interests were conveyed to a "trustee." This trustee issued certificates for the shares which each member of such a combination owned in that combination, and these certificates were commonly called "trust certificates," hence the name "trust" now in common use.—*Alfred Dolge.*

IN ADVERTISING.

The extra ounce of powder might have thrown the shell into the enemy's camp, for victory often lingers near the outer edge of defeat. Train your guns upon an aim, a hope, an ambition or a purpose and keep firing. Some shots will go wide of the mark. Some will fall short, but the time must come when experience has taught you method, system and judgment. Then every shot tells. Keep firing.—*Michigan Tradesman.*

ARRANGED BY STATES.

Advertisements under this head 10 cents a line. Must be handed in one week in advance.

GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; 23,000 monthly. Covers South and Southwest. Advertising rates very low.

OHIO.

THE YOUNGSTOWN SUNDAY NEWS offers $100 reward if they haven't got the largest circulation in that territory of 100,000 people. Rates, 30c. inch. Address NEWS, Youngstown, O.

SOUTH CAROLINA.

THE COLUMBIA REGISTER—daily and weekly—is the only daily paper in South Carolina giving a sworn and detailed circulation statement. (See Ayer's Directory). It is the best family newspaper published in the State. That's why it pays to advertise in THE REGISTER.

WASHINGTON.

THE "P.-I."

SEATTLE POST-INTELLIGENCER. Largest circulation in the State.

WEST VIRGINIA.

WHEELING NEWS is credited with a greater circ'n than any other W. Va. English daily.

CANADA.

THERE are some choice positions available in the CANADIAN MESSENGER, Canada's Catholic monthly; circulation, 23,000. For rates, address E. DESBARATS ADV. AGENCY, Montreal.

Displayed Advertisements.

50 cents a line; $100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

THE EVENING CALL

LAFAYETTE, INDIANA,

is the best daily newspaper in America for the size of the town. It is typographically handsome, accurate and reliable. Member Associated Press. It has more home advertising and foreign advertising than any other evening paper in its field. It brings results. It is read by all classes.

WE do neat, plain, attractive printing. Catalogues, booklets, pamphlets, circulars, cards, etc., executed in the finest style. When you want a good job—one that you want people to look at and read—come to us. PRINTERS' INK PRESS, 10 Spruce St., New York.

Supreme in its Field.

"During the first half of 1897 the

Eight-Hour Herald

was a WEEKLY visitor in 17,169 homes of the better class of well-paid skilled mechanics in all branches of industry throughout America.

There are official journals of great labor organizations—the International Association of Machinists and Brotherhood of Railroad Trainmen for example—whose issues exceed that of the Eight-Hour Herald two to one, but of course their circulation is entirely confined to the particular industries mentioned.

No labor journal in the annals of the American press ever achieved a general circulation equal to that of the Eight-Hour Herald, Chicago."
—Bloomington (Ill.) Bulletin.

THE BEST advertising medium in the U. S. considering rates is the

$ Youth's Advocate $

NASHVILLE, TENN.

It has the circulation and is read by all the family.

☞ Average 19,216. Sworn Statement

This certifies that the average number copies Youth's Advocate printed at each issue since it was purchased by its present owners (April, '97), has been 19,216.
(Signed) DANIEL DALY,
Foreman Pressroom Youth's Advocate Pub. Co., Nashville, Tenn.
Subscribed and sworn to before me this 7th day of January, 1898.
A. W. ATKINS,
Notary Public [SEAL.]

1 ad 8 times brought 1,302 Replies.

We run 1¼ inch "ad" 8 times in the Youth's Advocate, and the same "ad" double the number of times in several other leading papers. We received 2,164 letters, and 1,302 stated saw our "ad" in the Youth's Advocate. The "ads" cost as follows:—Youth's Advocate, only $18.00; other papers, $154.20.
(Signed) H. L. HOLT,
President Students' Register Co.,
Nashville, Tenn., 1897.

The . . .

Arizona Republican.

Published every morning
in the year at
PHOENIX, ARIZONA.

IS READ BY 30,000 PEOPLE EVERY DAY.

For rates and general information concerning the Treasure Territory's chief newspaper write to

H. D. La Coste, Eastern Agent,
38 Park Row, New York.

SEND your name on a small postal and get one of my large postals. Address WM. JOHNSTON, 10 Spruce St., New York.

THE EFFSEY FALCON PEN



Can be used on hard linen ledger paper, or on cheap memorandum pads, or on scraps of paper which lie about the desk. It writes well on any kind of paper. Its wearing qualities make it the cheapest steel pen on the market, for it wears about twice as long as an ordinary steel pen.

Price: $1.00 for a box of 144 pens; or a sample box is sold for 10 cents. Either size mailed on receipt of the price by

JOHN H. COOK, Red Bank, New Jersey.

New England's Family Paper.

THE

Portland Transcript

The following facts will interest advertisers who are seeking the best mediums and who appeal to New England buyers.

FIVE FACTS.

1. The average weekly circulation of the TRANSCRIPT for the year ending July 31, 1897, was

23,443 10/52

2. One-half of this circulation is in Maine; nine-tenths of it is in New England.
3. Probably no paper in the country has *so many readers per paper*. Many TRANSCRIPTS are borrowed from house to house and finally sent to relatives in the West or South. Ask any New Englander if this is not so.
4. Each issue of the TRANSCRIPT has 12 pages. The average of advertising does not exceed 10 columns. This means good position for "run of paper" ads.
5. The advertising rates of the TRANSCRIPT are moderate, and two or three extra good positions can be had by early application.

TRANSCRIPT CO.
Portland, Maine.

Think!

What 725,000 papers going into as many American homes means. That's

Lane's List

FOR MARCH.

If you advertise in these five papers you strike the purchasing members of the household. Isn't that what you are looking for? Why not write to us for information? Just a postal card of inquiry will bring you the particulars.

LANE'S LIST (Incorporated),
Augusta, Maine.

PITTSFIELD, MASS., February 5, 1898.

Editor of THE AMERICAN NEWSPAPER DIRECTORY.

There is more or less fault found with the way you rate newspapers, but as far as I am concerned I do not see how any one can do so consistently. They have all the opportunity in the world to get a correct and honest rating. I imagine that the chief critics are those publishers who are afraid to show their circulation to the advertisers.

Kellon B. Sheller

Publisher of The Eagle

Booklets and Advertisements

FOR EVERY LINE OF BUSINESS

I AM thoroughly equipped for turning out this class of work.

I attend to the whole business.

It is all done under the same roof. I write, design, do composition, supply paper, print, bind and electrotype. No one can do it better. I have had a longer experience in the advertising branch of the printing business than any other printer I know of. I have read most of the advertising matter put out by the prominent advertisers for the past 16 years. I have read, superintended the setting, and noticed the corrections on every advertisement sent by the largest of the advertising agencies in the last 16 years. I have received and superintended the setting of every advertisement, booklet, or piece of copy of any description which has come into the office of the Printers' Ink Press. In handling this work I have had a great field of instruction. I believe I have learned more practical things about the preparation and execution of advertising matter than it has been the fortune of any other man to learn in twice the time.

If in need of advertisements, circulars, booklets, or other advertising literature, write to me and I will give you the benefit of my experience as a printer and writer of advertising literature. You tell me what you want your customers to know and I will write it up in the manner best calculated to make them buy from you.

SEND YOUR NAME ON A SMALL POSTAL AND GET ONE OF MY LARGE POSTALS.

WILLIAM JOHNSTON, Manager of Printers' Ink Press
10 Spruce Street, New York City.

The Hartford Post,

Hartford, Conn.

SOLD IN JANUARY, 1898,

25 7-12 Per Cent

MORE "POSTS" THAN DURING JANUARY, 1897.

"POST" advertising for the same month increased 9 3-10 per cent.

THE HARTFORD POST,

GEO. L. FIELDER, Publisher.

YOUR POWER... OF .. SELECTION



will be aided by the information that the leading business and professional people throughout the United States, the people that lead, are profitably reached through

THE AMERICAN

SCHOOL BOARD JOURNAL

3 East 14th Street, New York.
45 Jackson Street, Chicago.

Post-Office Statements.

They give Campbell's Soil Culture and Farm Journal over 10,000 circulation. Since February 1, 1897, we have the documents for not lower than 10,000. They show as high as 10,777, lowest 10,000.

Our sworn circulation in the American Newspaper Directory for 1896 is 8,529. The paper at that time was known as Western Soil Culture. It was under a different management, and claimed 15,000. We changed the name and figured the honest, actual circulation from the printer's statements.

Campbell's Soil Culture is edited by the great agricultural authority of the west, H. W. Campbell, originator of the Campbell Method. It teaches the farmers of the Northwest how to raise crops in spite of drought. ITS SPECIALTY MAKES ITS SPACE VALUABLE.

Mr. Campbell has supervision of over 40 experimental farms under his method in the Dakotas, Nebraska and Kansas this season.

Semi-monthly; subscription, $1.00 per year.

PUBLISHED BY THE

CAMPBELL PUBLISHING CO.,
Sioux City, Iowa.

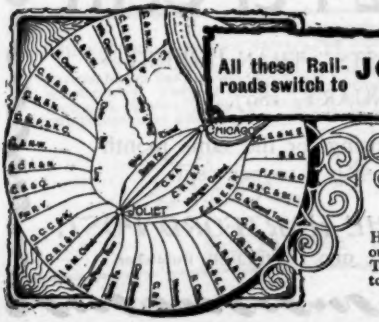
SEED TIME!

Spring Planting of Good

Advertising Seed in the *TROY RECORD*

Will bring you a Golden Harvest.

TROY RECORD CO., TROY, N. Y.



All these Railroads switch to JOLIET BELT.

A Money-Making Era

Joliet's population 34,500.

NEWS, daily and weekly circulation 7,297

Here's the people and wealth. All our mills and railroads running full time. Thrifty farmers. Have you anything to sell? Consult

THE NEWS CO.

The Average Daily Circulation of

THE ARGUS

for the past six months ending February 1, 1898, was

13,982 COMPLETE ... COPIES.

Affidavits furnished to advertisers on application. Comparison with other Albany papers will show why THE ARGUS leads in circulation, news and influence.

THE ARGUS CO., Albany, N. Y.
JAMES C. FARRELL, Manager.

An Opportunity!

If there are any of the readers of Printers' Ink who would like to reach an exclusive class consisting of wealthy stockmen and prosperous farmers, they can reach them directly through

Texas Stock AND Farm Journal

CIRCULATION, 14,000 GUARANTEED.

Rates, 10c. per Agate line, with liberal discounts on time and space contracts.

OFFICES:
DALLAS. FORT WORTH.
SAN ANTONIO.

An Exclusive and Fertile Field.

Intending advertisers are invited to test the value of this exclusive following. A total circulation of over 220,000 copies weekly is offered at a low price.

The Sunday School Times.

Forty years old. Read and studied by the honor list of efficient Sunday school teachers in different denominations.

The Lutheran Observer.

Seventy-two years old. Is the oldest and exceeds in circulation all the other English Lutheran papers published in this country.

The Christian Standard.

Thirty-five years old. Is non-sectarian, but is largely taken by Methodists—its aim being the promotion of Christian Holiness.

The Reformed Church Messenger.

Sixty-six years old. Official organ of the Reformed Church of the United States.

The Presbyterian Journal.

Twenty-three years old. A live, stirring and Evangelical paper read by progressive Presbyterians.

The Episcopal Recorder.

Seventy-eight years old. The only periodical of the Reformed Episcopal Church. On the basis of per capita charitable gifts, this is the richest denomination.

The Christian Instructor.

Fifty-five years old. Edited for United Presbyterians and has the utmost confidence of subscribers in this denomination.

The Christian Recorder.

Forty-six years old. Official church organ of the African Methodist Episcopal Church. The only paper to reach the best class of colored population.

Advertising rates and full particulars will be furnished for each paper separately, or in combination, by the Advertising Department of these papers.

The Religious Press Ass'n,
104 S. 12th St., Philadelphia, Pa.



One Hundred Dollars

for the best catch phrase to be used in advertising the "Search-Light" lantern.

A competent jury will decide upon the winners—$50 for first, $25 for second, $15 for third, $10 for fourth.

The contest will close March 20.

Copy must bear the name and address of sender, plainly written.

The Bridgeport Brass Co. reserves the right to use everything submitted, whether prize-winners or not.

Bridgeport Brass Company,
Bridgeport, Conn.

The Bicycle Trade and Rider,

WEST OF THE RIVER,

IS ONLY REACHED THROUGH

THE CYCLING WEST

Let us help you get agents where you have none, and help the agents you have, by advertising your goods before the riders in their vicinity.

WE HELP BOTH.

NO OTHER CYCLE PAPER REACHES OUR FIELD.

WE ARE ALONE.

Write us for special inducements.

The Cycling West Publishing Co.

BOX 133. DENVER, COL.

From Kotzebue Sound to Klondike

is a distance of over 2,000 miles. At Kotzebue Sound on the Bering Straits important gold finds have been made.

On Koyukuk River,

emptying into the Yukon, 600 miles above its mouth, and extending 1,200 miles north and east, gold has been found in paying quantities.

At Minook Creek

and on the great Tanana River a thousand miners are prospecting and rich discoveries are reported.

At Circle City,

at Forty Mile, at Mastodan, at Sixty Mile and all along the many creeks, thousands in dust have already been taken out.

In Seattle

the bulk of the trade for this vast territory concentrates. Seattle is the gateway to the great Yukon and Klondike gold fields. It pays to advertise in

The Seattle Post-Intelligencer.

George U. Piper,
Business Manager.

S. P. Weston,
In Charge of Advertising.

A. Frank Richardson,
New York and Chicago,
Special Eastern Representative.

Tells Its Own Story

Whole amount of newspaper postage paid in at the Wichita postoffice during 1897 was $1,731.70—See Third Assistant Postmaster General's Annual.

..The Wichita Eagle

Paid $1,432.76

of this amount. There are 27 other publications that pay the balance—$298.94. Eagle's excess, **$1,136.62.**

Our Express Company Bundles go out on every train. We deliver direct to the train Newsboys—there are 22 Mail Trains daily. Our city delivery is larger than the circulation of all the dailies combined, regardless of where they are printed.

Our Field

Peculiarly our own—Southern Kansas and Oklahoma. We have no competitors, because of our location. Population increasing rapidly.

See George P. Rowell's Next Quarterly for Statement.

R. P. Murdock,
Business Manager.

The S. C. Beckwith Special Agency,

"The Rookery," Chicago.

Tribune Building, New York.

He is a Wise Man

WHO
DOES
THE
RIGHT
THING
AT
THE
RIGHT
TIME.

Secure daily entrance into the *home circle;* make yourself known to it. You have something to sell; tell them of it and create a demand for your wares. This end can best be accomplished through the advertising columns of

THE
DETROIT FREE PRESS,

a welcome daily visitor in the *homes* of many thousands of Detroit's and Michigan's best citizens. The oldest, largest and most influential paper in the State. Its popularity and efficacy are attested by its steady growth and the rapid increase of its advertising patronage.

NOW! Good crops, good prices and steady employment have put money into the pockets of the producers, which will find its way out through the channels of trade. Enterprising advertisers will secure the most of it. Are you reaching out for your share? Write now for sample copies, rates, etc.

THE DETROIT FREE PRESS,
DETROIT, MICH.

Eastern Office: R. A. CRAIG, 41 Times Bldg., New York.

Western Office: J. E. VAN DOREN SPECIAL AGENCY, 1320 Masonic Temple, Chicago.

25,000,000

CIRCULATION

AND

GUARANTEED AT THAT.

That's the circulation of
the "SPECIAL" edition of the

FIRESIDE COMPANION

We PLASTER the entire
country with these

If you wish to reach every family in the United States, who can read and write, and at a very much lower rate than any other medium, and do it at once, advertise in this publication.

We sell space, agate line, by the million circulation. You pay only for what you get.

For Advertising Rates, etc., address

GEO. MUNRO'S SONS, 17 to 27 Vandewater St., NEW YORK.

A Letter.

What the largest users of Canadian newspaper space in 1897 have to say:

FRANCO-AMERICAN CHEMICAL CO.
NORTH ADAMS, MASS.,
May 1, 1897.

Publisher of LA PRESSE,
Montreal, Can.

Dear Sir — We think the following statement may interest you.

Since we began advertising Dr. Coderre's Remedies in Canada—our first appearance was in your issue of Nov. 24, 1896—our advertising has produced more inquiry that can be traced to "LA PRESSE" and sold more goods than has resulted from the same space used in any other paper since the establishment of our business.

We are of the opinion that "LA PRESSE" is the best medium in Canada, giving the largest returns for the money.

We are,
Yours very respectfully,
The Franco-American Chemical Co.
GEO. A. SIMARD, Mgr.

Largest daily circulation in Canada. Sworn to and proved, **over 56,000** copies daily.

MONTREAL LA PRESSE

AMERICAN NEWSPAPER DIRECTORY CONFIDENTIAL INFORMATION BUREAU.

CONCERNING THE CHARACTER AND CIRCULATION OF NEWSPAPERS.

THE AMERICAN NEWSPAPER DIRECTORY is issued four times a year. Orders are solicited for an annual subscription covering the four issues (which appear on the first day of March, June, September and December) and a yearly subscription for PRINTERS' INK, a journal for advertisers, issued weekly. The price of an annual subscription, is twenty-five dollars; and the subscriber becomes a member of THE AMERICAN NEWSPAPER DIRECTORY Confidential Information Bureau, and in consideration of the payment of the sum of twenty-five dollars, strictly in advance, is entitled to the privilege of applying to the publishers of the Directory, at pleasure, for a confidential report concerning the circulation or character of any newspaper credited by the AMERICAN NEWSPAPER DIRECTORY with a circulation rating greater than 1,000 copies per issue. Such confidential reports will be supplied to subscribers whenever called for.

In dealing with newspapers and periodicals and paying them large sums for advertising it often appears essential to the advertiser to know about the stability, character, standing and present circulation of a particular publication under consideration. The information conveyed by a newspaper directory is necessarily brief and touches only upon well-defined lines. A timely knowledge of some important detail of the past, present and the probable future of a paper may occasionally prevent an unwarranted expenditure. What seems gold on the surface is sometimes only gilding.

Among the list of subscribers to the American Newspaper Directory Confidential Information Bureau are the following well-known advertisers:

Royal Baking Powder Co., New York.
Procter & Gamble Co., Cincinnati, O.
Wyckoff, Seamans & Benedict, New York.
J. C. Ayer & Co., Lowell, Mass.
James Pyle & Sons, New York.
Hall & Ruckel, New York.
Sterling Remedy Co., Ind. Min. Springs, Ind.

THE AMERICAN NEWSPAPER DIRECTORY Confidential Information Bureau, with the more than thirty years' experience of its founders, and with the facilities at their command, is often in a position to tell about a specified publication just what an advertiser would very much like to know.

ADDRESS

GEO. P. ROWELL & CO., Publishers of
AMERICAN NEWSPAPER DIRECTORY AND PRINTERS' INK,
No. 10 Spruce St., New York.

TELLING SECRETS

Mr. A. W. Peterson, advertising manager of The Indianapolis NEWS, in a conversation about Newspaper Directories and advertising publications, recently said: "I believe the American Newspaper Directory has gone further in bringing out the truth about newspaper circulation than any other publication. We think very highly of the American Newspaper Directory. I notice that Mr. Rowell's friends are the honest, strong newspapers of the country, and it is their indorsement that is worth most and counts most in showing that he is doing his work honestly and thoroughly. PRINTERS' INK is undoubtedly the leader among publications devoted to advertising. It is the first of its kind. I have read it from the beginning. I said from the beginning that it was telling just what I have learned in ten years' experience as a printer, pressman publisher, reporter and advertising manager—telling just what people are anxious to know—secrets, That is what made it a success from the beginning. Everybody wants to know how to prepare advertising, how to make paying contracts, and PRINTERS' INK has devoted its entire career to telling these things. Everybody seeks favorable publicity for their work or their wares, and that is why I believe that everybody is interested in PRINTERS' INK."

ROBERT BONNER

When he first started the *New York Ledger* advertised it very largely. He once paid **three thousand dollars** for his advertisement in a **single issue** of the *New York Tribune*. Do you think Mr. Bonner knew what he was doing? He is now a millionaire. Made his money largely by advertising largely. If you want to "cover" Ohio, advertise in the

"Ohio Select List"

(Daily and Weekly). For terms address each paper:

Akron, Beacon-Journal.
Ashtabula, Beacon.
Bellefontaine, Index.
Bucyrus, Telegraph.
Cambridge, Jeffersonian.
Defiance, Republican-Express.
East Liverpool, Crisis.
Findlay, Republican.
Gallipolis, Journal.
Hamilton, News.
Ironton, Irontonian.
Kenton, News.
Lancaster, Eagle.
Lima, Times-Democrat.
Mansfield, News.
Marietta, Register.
Marion, Star.
Massillon, Independent.
Mt. Vernon, News.
Newark, Tribune.
Norwalk, Reflector.
Piqua, Call.
Portsmouth, Times.
Salem, News.
Sandusky, Register.
Sidney, Democrat-News.
Springfield, Republic-Times.
Warren, Chronicle.
Wooster, Republican.
Xenia, Gazette and Torchlight.
Youngstown, Vindicator.
Zanesville, Courier.

Go Where Money Is

If you desire to make money.

PROVIDENCE IS ONE OF THE RICHEST

cities in the country, and outside of Boston is the most important city in New England.

Its Demands for Goods

are simply immense, and money spent judiciously in reaching these demands can not but bring large returns.

THE TELEGRAM

furnishes the very best medium for bringing goods to the notice of the purchasing public, because it has the

Largest Circulation

and because it

REACHES THE HOMES.

For January the net paid circulation per day of THE EVENING TELEGRAM was **36,421**

While the net circulation per Sunday of THE SUNDAY TELEGRAM was **38,310**

That the business men appreciate the fact that THE EVENING and SUNDAY TELEGRAM have the lead over all competitors in circulation, the following record is evidence:

JANUARY.

EVENING and SUNDAY TELEGRAM, inches of paid advertising, **23,878**
All kinds of advertising carried by competitors, . . . **20,833**

PAST NINE MONTHS.

EVENING and SUNDAY TELEGRAM, inches of paid advertising, **227,242**
All kinds of advertising carried by competitors, . . . **192,962**



Providence Telegram Publishing Co.

PROVIDENCE, R. I.

SPECIAL EDITIONS.

Summer Resort Number

PRINTERS' INK for March 23 will be a special Summer Resort number, and a sample copy will be sent to every Summer Resort in the United States. The edition will be above 25,000 copies. Newspaper men who desire to direct the attention of Proprietors of Summer Resorts to the merits of their publications as mediums for Summer Resort advertisements would do well to avail themselves of this special number for placing their arguments where hotel men will see them at the time they are making plans for advertising intended to influence the tourist or summer boarder.

Advertising Rates

For the Special Edition above announced:

Classified Advertisements (no display), 25 cents a line.
Displayed Advertisements, 50 cents a line, or $100 a page.
Special positions, 25 per cent extra, if granted.

SCHOOL NUMBER

PRINTERS' INK for May 25th will be a special school number, and a sample copy will be sent to the managers of Educational Institutions in the U. S. The edition will be above 25,000 copies.

Educational Institutions are large and liberal advertisers.

Advertising forms an important item in the running expense of a successful school.

Publishers who believe their papers to be valuable media for school advertisements should avail themselves of this special edition of PRINTERS' INK.

JUBILEE NUMBER

The issue of PRINTERS' INK for July 6, 1898, will be first number for the eleventh year, and will be a Special Jubilee Edition.

Special Rates for the Special Editions. One Page in the Three Issues, $300 net.

SUPERIOR
AND THE
Evening Telegram.

SUPERIOR, at the head of the great lakes, to-day has as bright a prospect as any city in the country. It is the natural and final gateway of the again prosperous Northwest. Its yearly increasing commerce in wheat, coal, iron ore, merchandise, lumber and flour alone is sufficient to support a good sized city. Its ship yards (whaleback) will this winter employ 1,300 men building two new ships and making extensive additions to equipment and repairs to the lake fleet. Its flour mills (second in capacity to Minneapolis) have not been so prosperous in four years. The lumbering industry in the vicinity of Superior is very active, and wages for the men in the woods are fifty per cent higher than last year. Its ore docks shipped a million tons of Missabe iron ore last month, and the shipments next year will be greatly increased. The government is spending $3,000,000 improving the harbor of Superior. Extensive railroad improvements, machine shops, round houses and other terminal facilities made during the past year, or under construction, will employ an additional 2,000 men. Itasca, a railroad suburb which did not exist in 1894, to-day has 4,000 population. The new shops and forty-stall round house of the Great Northern will give employment to 350 skilled men. "Jim" Hill, the railroad magnate of the Northwest, is building a "cut-off" line which gives Superior a control of the wheat business of North Dakota and the Red River Valley. And yet other things to come.

The **EVENING TELEGRAM** is the only paper through which the advertiser can satisfactorily cover Superior and Northern Wisconsin. Now is a good time to let us figure with you on rates.

Evening Telegram,
WEST SUPERIOR, WIS.

Led the Way!

Office of

FRANK RICE,

Flint, Michigan.

PRINTERS INK JONSON, February 14, 1898.
8 Spruce Street, New York.

DEAR SIR—I noticed your page in *Inland Printer*. I like your concise statement and if your ink is as good as your ad we will do some business. I am tired of paying two prices for the sake of thirty days' time, and "I don't have to." Please send on price list and specimens and get my order.

Very respectfully,
FRANK RICE.

THERE are nearly twenty thousand printing offices in the United States and every one of them has received my advertising matter at some time or other. I have sold ink to less than twenty-five per cent of them and if the other seventy-five per cent would stop to consider as Mr. Rice has done, every good paying printer in the country would be on my list.

Who thought of selling news ink in barrels at 4 cents a pound, *until I led the way?*

What ink house would sell a ¼-lb. can of job ink for 25 cents until I guaranteed to match any ink under the sun at this price, with the exception of Carmines, Bronze Reds and Fine Purples? For these I charged 50 cents a ¼-lb. can. Have I not revolutionized the ink trade throughout the whole country? Have I not been the means of compelling my competitors to sell at my prices, and offer credit as an inducement to influence my trade?

The answer to these questions is yes! Since I started over four years ago, I have received upward of forty thousand (40,000) orders, and in no case have I ever shipped the goods without the cash in advance. If my inks are not found as represented, I buy them back and pay all freight charges. If you have not used my inks, try me on a sample order. Price list and printed specimens mailed on application. Address,

PRINTERS INK JONSON,

8 SPRUCE STREET, NEW YORK.

The Oldest Magazine in America.

(Established 1830.)

GODEY'S

The only medium in the world that offers cash prizes

($1,000 a month)

to those who carefully read the advertisements in its pages.

GODEY'S advertisers are reporting amazing results from their announcements in recent numbers.

ARE YOU ADVERTISING IN GODEY'S?

Your advertising agent will quote you rates, or we will gladly furnish full information.

THE GODEY COMPANY,

52 LAFAYETTE PLACE, NEW YORK.

A GOOD COMBINATION



"Two Heads are Better Than One."



GIBBS & WILLIAMS

Gibbs is a specialist in the preparation of original and effective reading matter, designs, ideas and work of that kind. He has been doing this for years for many of the best known advertisers, and has made quite a reputation among those who appreciate clever work.

Williams has a thorough technical knowledge of the ways and means of turning out lithographic and printed work. Knows just the right paper and inks to use and how to employ them to the best advantage. His experience has been a lengthy one.

THE WORK THEY DO

All kinds of Lithographing and Printing from a Business Card to a Poster. Ideas for Catalogue Covers and Advertisements. "Snappy" Suggestions for Catching Trade.

THEIR ADDRESS:

THE GIBBS & WILLIAMS CO.,

183 WILLIAM ST., New York. Phone 3870 Cortlandt.

ESTIMATES FURNISHED FOR ANYTHING.

H. L. KRAMER, of the Sterling Remedy Co., on a recent visit to our office, stated:

"The sales of

CASCARETS

have more than doubled since I took up Street Car Advertising with your concern."

Why don't you double yours? We have the cars for you.

GEO. KISSAM & CO.,

253 Broadway, N. Y.

THIRTIETH YEAR

THE NEXT EDITION OF THE

American Newspaper Directory

Will be delivered to Subscribers on TUESDAY, MARCH 1st.

SUBSCRIPTION PRICE:

Five Dollars for Each Issue.

$20 A YEAR.



ADDRESS ORDERS TO

GEO. P. ROWELL & CO., Publishers,

10 Spruce Street, New York.

The advertiser who has not seen our list of choicest American Newspapers for an advertiser's use has missed a good thing. It's a little bit of a list, only a few dozen papers and periodicals in all, but every one is a great adver- tising medium. List sent free on applica- tion. Address The Geo. P. Rowell Advertising Company, No. 10 Spruce Street, New York City.

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Readers of PRINTERS' INK may send to this department advertisements, booklets, catalogues or plans for advertising. As many as possible will receive full, honest, earnest criticism. There is no charge for it. PRINTERS' INK "pays the freight."

George R. Syfert, who travels for Bancroft, Sheldon & Co., of Columbus, Ohio, sends out a New Year's greeting, nicely printed on cardboard, on the third page of which is printed the following excellent advice:

KEEP A GOIN'.

"If you strike a thorn or rose,
Keep a goin'.
If it hails or if it snows,
Keep a goin'.
'Taint no use to fret and whine,
If the fish ain't on your line;
Just bait your hook and keep on trying,
Keep a goin'.
When the weather knocks you out,
Keep a goin'.
If you tumble from the top,
Keep a goin'.
Suppose you are out of every dime,
Getting broke ain't any crime;
Just tell the world you're feelin' fine,
And keep a goin'.
When it looks like all is up,
Keep a goin'.
Drain all the sweetness from the cup,
Keep a goin'.
See the wild birds on the wing,
Hear the bells that sweetly ring;
And when you feel like singing, sing,
And keep a goin'."

***

I have just received from Mr. Joseph Wharmby of Birmingham, England, quite a lot of advertising matter of The Tubeless Pneumatic Tire and Capon Heaton, Ltd.

Mr. Wharmby tells me that he has full charge of the advertising of this concern and that the advertising has been successful. This I can readily believe. Mr. Wharmby's work is less English and more American in its style than any English advertising I have ever seen. This is true, not only in the reading matter he uses, but in the style of the illustrations and the typography. Most all English typographical effects are clumsy and inartistic. I fancy that Mr. Wharmby has had to labor pretty hard with his printer to infuse style and snap into his printed matter.

***

BLOOMINGTON, Ind., Feb. 7, 1898.

Chas. Austin Bates, New York:

DEAR SIR—Inclosed find a circular letter which I consider a convincing argument why a person should have their old clothes cleaned, and I would like to have your opinion as to its value through your department in PRINTERS' INK. Thanking you in advance for same, I am, yours very truly,

J. S. BOTTS.

BLOOMINGTON, Ind., Jan. 29, 1898.

Mr. Sherman Botts, Bloomington, Ind.:

DEAR SIR—Are you a patron of the Excel Steam Dye Works? If you are, you know to some extent the quality of work turned out. If you are not, it is to your interest as well as our own, that you take advantage of the opportunity offered, whereby you may effect a great saving, besides being cleaner and neater dressed.

True economy spares no pains to preserve or extend the creditable appearance of a garment. And, when this can be done in a truly satisfactory manner, it would be just as foolish to cast into the fire a well-filled pocket book as to throw aside clothing simply because it is soiled or faded.

Many times, before a garment is much worn, it presents a soiled or faded appearance. Our business is to correct such and put the garment into a condition but little short of new.

Clothing will wear and look creditable from as long again to four or five times as long by having it worked on at the proper time. Not only this, but it will look better from start to finish than clothing which is "just let go."

We are not claiming too much when we say the equal to our workmanship is not to be found, and we are now turning out work that is destined to give us a reputation far above that of other houses of the kind.

We have a reputation now. If you like, inquire as to the kind.

Very respectfully,

CHAS. B. MASTEN.

Did you ever see a calf staked out with a long rope succeed in wandering around and mixing himself up with the rope until he couldn't move?

That's what this circular reminds me of. The man who wrote it started out with the whole English language before him, with a pretty firm determination to use most of it in this circular. He made up his mind to say something or die in the attempt. He finally did succeed in saying something, but I'll bet he was mighty glad when he had the last word written.

The points made in the circular are all right. If the writer had simply started out and said what he had to say, without attempting to make it sound well, he would have made it sound a good deal better.

The writer of the circular doesn't talk the way the circular is written. In writing he evidently uses expressions

and words with which he is unfamiliar. He better stick to his dyeing and employ a writer to write his ads. He should no more think of attempting to write his own circulars than he would expect a writer to clean and dye his own clothes. One undertaking is just as sensible and just as economical as the other.

In the issue of PRINTERS' INK for Feb. 16, there appeared the advertisements of nearly twenty different adverment writers, with prices quoted ranging from "100 ads for $1" to "12 ads for $100." Even the man who writes ads a cent apiece would write a better circular than this if he were given the facts to start with.

With such a lot of talent to be had for such a little money, it is certainly the worst kind of extravagance for any man to attempt to write his own business literature.

***

EMINENCE, Ky., Feb. 8, 1898.

Charles Austin Bates:

DEAR SIR—I should like to put on the market an eye water, and begin by advertising in a small way, mailing out in say 25-cent or $1 packages on orders. I do not care to waste much money in the experiment, and would be glad to push it if I can make the scheme self-sustaining. I believe I have a thing of merit, and being a reader of the Little Schoolmaster, I shall be glad if you will give me this much of your time to suggest the proper way for me to begin the venture. How would a small ad do in one of the magazines? I thank you to be good enough to let me hear, and inclose stamp to pay the freight. Yours truly,

G. C. TURNER.

It is astonishing how many people there are who are willing to push "self-sustaining" schemes, and how few there are who have nerve enough to push a scheme which has to be carried some time before it is "self-sustaining."

Hardly a day passes but some one refers to me a scheme that they would like to push, but into which they do not care to put any money. They are sure it's a good thing, but they haven't the courage of their convictions. They have been told that fortunes could be made in patent medicine making and that advertising pays. Therefore, they get the idea that a sure receipt for the accumulation of great riches is to advertise a patent medicine. But they are very gracious about it; they don't demand a million dollars profit the first year. All they want is that the scheme should be "self-sustaining." They are satisfied to "put the profits right back into the advertising."

Now, a man has about as much chance to make a fortune starting a patent medicine in a small way as he has to go out in his back yard and strike a Klondike. I am inclined to think that there has been as much money lost in patent medicines as has ever been made in them, and the money is usually lost because people go into the business badly prepared for it, in the way of experience, capital and nerve. All three are essential to success. Occasionally there may be a man who has experience and nerve who can succeed without capital, but the instances are few and far between.

The proper way for my Kentucky friend to begin the eye water venture is to save up all the money he can get his hands on until he has accumulated about half a million dollars. If he isn't dead by that time he might take five or ten thousand dollars and blow it in in advertising his eye water. By the time he has seen that amount of money drop out of sight without making a ripple, he may perhaps conclude to save the rest of his money, and his eye water scheme will therefore have been a success.

If Mr. Turner will refer to the biography of the late lamented Colonel Mulberry Sellers he can get some interesting statistics regarding the field for eye water. As I remember it, in the country of China alone there were 400,000,000 of people who all had sore eyes and who would need a bottle of eye water for each eye. That was 800,000,000 bottles at $1 a bottle.

I don't remember whether or not the Colonel wanted his scheme to be self-sustaining. My recollection is that he was looking for capital with which to start the enterprise.

It is a pretty safe thing to say that if a man has a scheme and is not willing to put his own money into it, it is likely to be a poor scheme.

If he hasn't enough belief in its success to invest in it, the chances are that he will not make a success of it with some one else's money.

A strong belief that you are going to succeed is one of the chief elements of success.

A man with Colonel Sellers' enthusiasm and a little bit of hard horse sense for ballast couldn't possibly be prevented from achieving his ends.

***

Here's a scheme that I am not going to comment on. It has much in its

favor and quite a little against it. I believe, at any rate, that it is new.

THE WONDER,
Millinery and Fancy Goods.
SPRINGFIELD, Ohio, Feb. 3, 1898.

Mr. C. A. Bates:

DEAR SIR—Inclosed find a second ad of ours. We are giving a series of sales to about twelve churches, each day's sales we allow ten per cent to said churches. To-day was an initial. We realize good sales, and the people who acted as saleshadies became fully acquainted with us and our departments and what we have. Also the different State homes, Masonic, K. of P. and I. O. O. F. will each have a day. We think this series of public advertisement very good. Giving the people our manner of work, etc., respectfully, F. M. RUNYAN.

FOR THE CHURCHES.

A NOVEL SCHEME TO BE TRIED AT THE WONDER STORE.

The Wonder store has conceived quite a novel plan which is very commendable as a charitable enterprise. The proprietors of the store have decided to give to each of the churches to per cent of the proceeds of one day's sales. On the day that any church is to receive this amount the ladies of that congregation will act as saleshadies in the store. One day will also be given to each of the three fraternal homes, the ladies from them acting as saleshadies. This is a similar scheme to the one last year for the benefit of the Associated Charities, whereby a large sum of money was obtained for the poor.

FRIDAY, FEBRUARY 4

Will be the First Baptist Church Day at "The Wonder." New spring and summer dress goods, new ginghams, new prints, new percales, new wash goods of all descriptions, new crashes and damasks, new towels and toweling. Everything new and weeks ahead of all others. Prices lower for these new goods than last season's goods. Special prices to-morrow on kid gloves, kerchiefs, underwear and hosiery. Ten per cent of all sales go to the First Baptist church to-morrow.

"THE WONDER."
Springfield's Bargain Store.

* * *

INDIANAPOLIS, Feb. 3, 1898.

Messrs. Geo. P. Rowell & Co.,
New York, N. Y.:

I being a subscriber and reader of PRINTERS' INK, thought I would write you for your opinion as to the best mode of advertising the pawnbroking business, whether in the daily papers in the financial columns, or by display advertisements. And what form of an ad would you suggest, as the nature of such a business is we have money to loan on all articles of value, as well as unredeemed pledges of all kinds for sale at bargains? Also, would you suggest nice fixtures for a place of this kind? Our business is, of course, almost wholly local, and must be confidential with our borrowers. Please give me all the information as to your ideas as to building up a business of that kind and keep my name confidential. Very truly yours.

As a rule pawnbrokers do not advertise. When they do, it is generally in the classified columns of the newspapers.

In San Francisco there is one pawnbroker who uses display advertising, in the center of which he prints a half-tone portrait of himself. Just what this has to do with it I don't know, but as he is a rather good-looking, bright-looking young Hebrew, the impression made is rather pleasant than otherwise. The following is the text of his ad:

UNCLE JACOBS,

613 Pacific St. Barrels of money to loan. Gabriel Jacobs, I. & G. Jacobs, Proprietors. The old established firm of Uncle Jacobs.

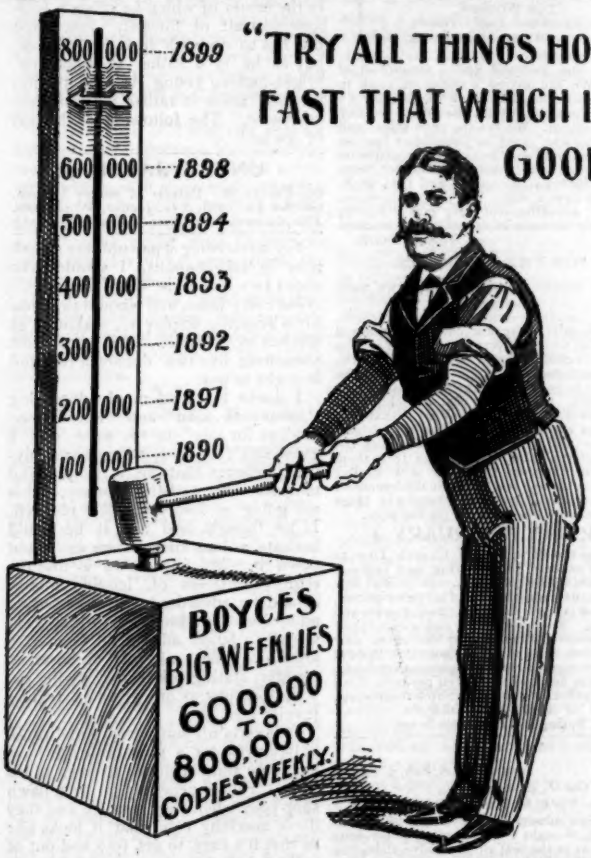
For advertising a pawnbroker's business in Indianapolis, I should take about two inches in the Indianapolis *News* every issue, and should run simply a standing display ad, making it as distinct as possible. This would cost something like two dollars a day and it ought to pay.

I doubt the wisdom of advertising "money to loan" and "unredeemed pledges for sale" in the same ad. I guess that everybody who pawns anything believes that he is simply and temporarily in need of the money, and is not going to lose the article pledged. If he thought he'd lose it he would hesitate a long time before he would pawn it. My impression is that the regular business of lending money should be advertised with a standing ad of about two inches, and that occasionally a larger ad should be used to announce the sale of unredeemed pledges, stating prices and giving descriptions just as are given in regular jewelry ads.

It is certainly unnecessary and probably unwise for a pawnbroker to have elaborate and expensive fixtures in his shop. People generally go to a pawn shop only when they have to, and they don't specially care what it looks like so that it's easy to get into and out of without being seen.

There are two things that a pawnbroker should consider in his advertising: First, the fact that somebody needs money every minute of every day in the year, and that they are going to get the money if they can find a place. For that reason the pawnbroker's ad should be continuous and conspicuous. It should be continuous and conspicuous for the other reason that the man who doesn't need money to-day may need it to-morrow, and if he has seen the ad he knows where to go for it.

FORWARD, UPWARD; NEVER BACKWARD



No Advance in Advertising Rates on Account of Increased Circulation—$1.60 Per Agate Line.

600,000 To 800,000 Copies Weekly

BOYCE'S BIG WEEKLIES

Strike a new lead again—Will have 1,000,000 Copies Weekly by 1900.

IT WAS EVER THUS.

W. D. Boyce Co. Strikes a New Lead and Jumps Circulation Another 100,000 or More on Their Weeklies.

NO ADVANCE IN ADVERTISING RATES—ALL ADVERTISERS ARE INTERESTED—A STORY WORTH READING—UP-TO-DATE POLICY, PLANS AND IDEAS.

Greatest Weekly Circulation in the World

THE SATURDAY BLADE has nearly completed its tenth year, and has a greater paid circulation than any other weekly newspaper in the world. There has never been any other newspaper like the SATURDAY BLADE published. It is made for a great class of people who want startling news, odd and curious articles and items profusely illustrated. They are not readers of daily papers or magazines and care little or nothing for political, religious or scientific matter. They don't want, and never got in THE SATURDAY BLADE, personal scandals. We understood our readers—gave them what they wanted, and have sold to them during the last ten years about two hundred million SATURDAY BLADES.

Sold Weekly by Newsboys in 20,000 Small Cities and Towns

THE SATURDAY BLADE outside of the big cities is favorably known to more people than any other publication in the United States. It is sold every Saturday in over 20,000 small cities, towns and villages. Over two-thirds of the towns in the United States, having a population of 100 and over, are reached in this way by this phenomenal publication.

Reason for Reducing Sale price

During the past two or three years we have found that our agents met with complaints in some of the smaller cities and towns near by the larger cities, where the 1-cent daily in the big city was sold for 2 cents in the smaller city or town reached by us. In order to overcome this objection, we have cut our price to the newsboy on THE SATURDAY BLADE to 1½ cents per copy per week, enabling the boy to sell for 3 cents a copy.

Weekly Newspaper Readers do not Read Dailies

Readers of weekly papers are not readers of daily papers, yet they complained that 5 cents was too much to pay for an 8-page paper when dailies were sold at 2 cents. We have met and overcome this condition, and are fast doubling our circulation. It is a well-known fact that the dailies by cutting their price per copy in two in nearly every case doubled their circulation, why not weeklies?

Surprising Results New Rules

During the close of 1897 we tried this plan in a few States, and the results were so surprising that we have adopted it all over the United States and Canada. We have abandoned the return privileges and now have no dead papers. Every boy must settle for papers sent him or get none the next week.

600,000 to 800,000 Copies Weekly

Our circulation on THE SATURDAY BLADE, CHICAGO LEDGER and CHICAGO WORLD is now over 600,000 copies weekly. We sample now only in single wrappers, and some weeks reach as high as 800,000. When we can hold permanently at 800,000 from sales, our advertising rates will be advanced. The single subscription price of THE SATURDAY BLADE at $2.00 per copy per annum was too high compared with the per annum rate of other newspapers, and we could not make a lower price on account of selling to the newsboys at 3 cents per copy, but now the popular price of $1.00 per copy per year is bringing us thousands of single subscriptions that we never could get before.

Old Chicago Ledger Best Family Paper

THE CHICAGO LEDGER published every Wednesday, is now 27 years old, and is recognized by the people in the smaller cities, towns and villages as the best family paper published. In every family there is one or more people who read just such a paper as THE CHICAGO LEDGER, and no other paper. We give the women in every family what they want to read in THE LEDGER. But $2.00 per year or 5 cents a copy was too dear for an eight-page publication in the age of cheap print paper, so we have cut the price *in two*—it is now $1.00 *per year*, and the price to newsboys and news agents has been cut in two also. Result—no return privileges now allowed—no dead copies—all sold out—and big increase in sales. Other similar papers sell yet at from $2.00 to $3.00 per year.

1897 Average 552,960 copies Weekly

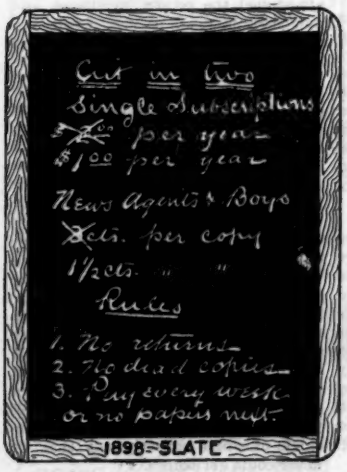
The actual average circulation of BOYCE'S WEEKLIES for the year 1897 was 552,960 copies weekly. This is ten per cent better than we agreed.

Ledger Writers H. Rider Haggard Cy Warman Bret Harte Mrs. E. Burke Collins, Emma A. Opper Anthony Hope and Others.

THE LEDGER now in addition to its department matter has stories every week from such well-known people as H. Rider Haggard, Cy Warman, Bret Harte, Mrs. E. Burke Collins, Emma A. Opper, Anthony Hope and other celebrated writers. Do you wonder we are getting thousands of paid subscribers, at $1.00 per year, every week? We are not *gorrillas*, but our policy has always been to keep at the head of the procession—FORWARD, UPWARD; NEVER BACKWARD.

We pay One-Fifth the 2nd-class Postage

Nearly-one-fifth of all the second-class matter going out through the Chicago post-office is ours. We send out over forty tons each week. No wonder we get so much advertising. Our patrons get results because we print plenty papers and pay plenty postage.



Boyce's Big Weeklies 600,000 to 800,000 Copies Weekly

CENSUS FIGURES

FOR ADVERTISERS

Compiled and Edited by W. D. Boyce Co., Chicago. Copyright.

THE United States Census Report for 1890 furnishes some facts regarding the urban and suburban population, that will be interesting to advertisers generally.

Believing that advertisers will appreciate a compilation of figures and percentages that is absolutely correct, and in which there is no element of guesswork, we submit the following:

Our Object in publishing these figures is to show that there are a great many millions of people in our great domain who never see a daily newspaper, and bring to your attention the fact that

BOYCE'S BIG WEEKLIES

with a proved circulation of over 600,000 to 800,000 copies weekly, circulate wholly among this class. We believe the figures herein shown will evidence the fact that the general advertiser *does not duplicate* advertising when using *both* dailies and big weeklies; and also that the field is *not covered* when dailies only are used.

The U. S. Census Report has cost the government many dollars and many months of patient labor. The figures given are as nearly correct as it is possible for human beings to make them.

The report was made in 1890. The increase in population is about 22 per cent every ten years, so that it is safe to add 11 per cent to the figures herein given, so far as totals go. The percentages, however, remain practically the same.

The Total Population of the United States according to the actual canvas from house to house in 1890, was exactly

62,623,250.

The average number to each family according to the same report was

5.5 PERSONS.

The population on January 1, 1896, taking past gains as a precedent, was

69,310,697.

Urban Suburban and Rural The urban population (cities of 10,000 or over) is

17,389,774;

the suburban (cities of less than 10,000) is

35,055,681;

the rural population (farmers, planters, ranchmen, etc.) is

10,175,995.

The percentages of these three classes to the total population are

Urban.....27¾ per cent.
Suburban.....56 "
Rural.....16¼ "

Cities of 10,000 or More We took the list of all the cities in the United States having a population of 10,000 or over, and adding the population of each of these cities we find a grand total of

17,389,674.

We also find that there are according to the same report three hundred and forty-nine cities of this kind; this leaves

45,232,576

persons living in towns of less than 10,000, in villages, hamlets, burgs, and rural districts.

Our Boy Scheme Our circulation is built up by a scheme. We have boys in the small cities and towns who act as our agents on Saturdays.

The Two Great Classes are the residents of cities of over 10,000 each, and the residents of the small towns and rural districts. The first class amounts to

17,389,674.

They for the most part do or can get the daily newspapers.

The second class amounts to

45,232,576

and it is estimated that a small per cent of this number ever buy a daily newspaper.

27¾ per ct. in the first class.
72¼ per ct. in the latter class.

We go to the 72¼ per cent.

Big Weeklies and Monthly must therefore be used in order to reach the 72¼ per cent of our population.

Boyce's Big Monthly

400,000 copies monthly

Advertising rates $1.25 per agate line net. 1—No discount for time of space. 2—any advertisement discontinued at any time.

NOTE.—A great many mail order advertisers who have been using BOYCE'S MONTHLY report that it has produced more and better results than other publications of more than twice the circulation. This is due to the fact that every copy goes into a single wrapper into the homes of some one who is a mail-order buyer.

FORMS CLOSE on the 15th of each month. Papers in the hands of the readers on the first of each month—pay day.

NEW YORK Journal

W. R. HEARST.

The Advertising Printed in the

Morning Journal
Evening Journal
Sunday Journal

In January, 1898, was

50 per cent more

Than it was in January, 1897.

Why?

Advertisers are beginning to realize that space in a newspaper as enterprising as the JOURNAL is mighty valuable at

1/10 of a cent per line for each thousand of circulation . . . . . .

New York Journal

162 Nassau St., N. Y.